

# THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

VOL. XV

NO. 12

## CONTENTS FOR DECEMBER, 1935

Evaluation of Gelatine.....	DR. STROUD JORDAN	17
Air Conditioning Progress in the Confectionery Industry.....	WILLIAM B. HENDERSON	20
A Timely Analysis of Manufacturers and Conditions.....	GEORGE H. WILLIAMSON	23
Stop the Squirrel Cage.....	WILLIAM E. BROCK	24
Campaign on Profit Objective Needed.....	H. R. CHAPMAN	24
Business Map and Chart.....		25
Start Commodity Group Plan January 1st.....	MAX F. BURGER	25
The Day's Work in Selling.....	CHARLES L. LOW	26
Candy Clinic Review for 1935.....	ERIC LEHMAN	28
1935 Candy Clinic Selections.....		31
Technical Literature Digest.....		44
News of the Supply Field.....		46
Salesmen's Slants.....	C. RAY FRANKLIN and DAVE TRAGER	48
Trade News Briefs.....		51
M. C. Mail Exchange.....		54
Classified Advertising .....		57
Annual Index to Contents, January-December, 1935.....		61
Classified Index to Advertisers.....		6
Index to Advertisers.....		66

Statements and opinions offered in this magazine are not necessarily indorsed by the Editors nor by this publishing organization. The author who signs an article assumes full responsibility for the statements which it contains.

PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

222 North Bank Drive (Merchandise Mart)  
Chicago, Illinois. Telephone Superior 9777

15 Park Row, New York City, N. Y.  
Telephone . . . . . Barclay 7-1157

Publisher and Business Manager—PRUDENCE W. ALLURED

Advertising Manager—R. W. WILMER

Editor—NEVIN I. GAGE

Founder—E. R. ALLURED

Western Rep.—E. S. TOWNSEND  
Russ Building, San Francisco, California  
SUBSCRIPTION PRICE: ONE YEAR \$3.00



English Rep.—L. M. WEYBRIDGE  
38 Victoria St., London, S. W. 1  
TWO YEARS \$5.00. PER COPY, 35c

Vol. 15, No. 12. Entered as Second Class Matter, October 24, 1922, at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Published Monthly. Subscription Price, \$3.00 Annually. Copyrighted 1935.

## M. C. POSTSCRIPTS

\* EVERY executive concerned with confectionery production and distribution will find material of interest to him in this issue. It's not particularly characteristic of this month but of all issues of the M. C. That's why plants route this publication through their various departments. We enjoy including all factory executives in this our monthly "get-together" on current developments in methods, materials, supplies and equipment.

Dr. Stroud Jordan, in his authoritative article discusses both the technical and practical phases of gelatine and its uses.

Mr. Henderson, at our request, made a survey of what the air conditioning field is doing for confectioners, and he outlines his findings.

Mr. Williamson's straightforward analysis of manufacturers and conditions is based upon his intimate knowledge of both, acquired during his leadership in the recovery period. He talks about fundamentals, which, after all, determine progress.

President Brock and Vice-President Chapman bring us the campaign message of our profit crusaders. Secretary Burger outlines the Commodity Group Plan to be started the first of January.

A timely source of ideas and inspiration is Mr. Low's discussion of selling, which will interest sales managers who are now meeting with their salesmen in preparation for the 1936 drive.

Eric Lehman reveals what's been done the past year in confectionery production and merchandising. Every plant executive will profit by studying his review, as well as the 1935 Candy Clinic selections. Our friends in foreign lands also follow the Clinic regularly.

Be sure to see the annual index of subjects covered in this publication during the past twelve months in the back of this issue; it is for your permanent reference.

# THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

VOL. XV

NO. 12

## CONTENTS FOR DECEMBER, 1935

Evaluation of Gelatine.....	DR. STROUD JORDAN	17
Air Conditioning Progress in the Confectionery Industry.....	WILLIAM B. HENDERSON	20
A Timely Analysis of Manufacturers and Conditions.....	GEORGE H. WILLIAMSON	23
Stop the Squirrel Cage.....	WILLIAM E. BROCK	24
Campaign on Profit Objective Needed.....	H. R. CHAPMAN	24
Business Map and Chart.....		25
Start Commodity Group Plan January 1st.....	MAX F. BURGER	25
The Day's Work in Selling.....	CHARLES L. LOW	26
Candy Clinic Review for 1935.....	ERIC LEHMAN	28
1935 Candy Clinic Selections.....		31
Technical Literature Digest.....		44
News of the Supply Field.....		46
Salesmen's Slants.....	C. RAY FRANKLIN and DAVE TRAGER	48
Trade News Briefs.....		51
M. C. Mail Exchange.....		54
Classified Advertising .....		57
Annual Index to Contents, January-December, 1935.....		61
Classified Index to Advertisers.....		6
Index to Advertisers.....		66

Statements and opinions offered in this magazine are not necessarily indorsed by the Editors nor by this publishing organization. The author who signs an article assumes full responsibility for the statements which it contains.

PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

222 North Bank Drive (Merchandise Mart)  
Chicago, Illinois. Telephone Superior 9777

15 Park Row, New York City, N. Y.  
Telephone . . . . . Barclay 7-1157

Publisher and Business Manager—PRUDENCE W. ALLURED

Advertising Manager—R. W. WILMER

Editor—NEVIN I. GAGE

Founder—E. R. ALLURED

Western Rep.—E. S. TOWNSEND  
Russ Building, San Francisco, California  
SUBSCRIPTION PRICE: ONE YEAR \$3.00



English Rep.—L. M. WEYBRIDGE  
38 Victoria St., London, S. W. 1  
TWO YEARS \$5.00. PER COPY, 35c

Vol. 15, No. 12. Entered as Second Class Matter, October 24, 1922, at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Published Monthly. Subscription Price, \$3.00 Annually. Copyrighted 1935.

## M. C. POSTSCRIPTS

\* EVERY executive concerned with confectionery production and distribution will find material of interest to him in this issue. It's not particularly characteristic of this month but of all issues of the M. C. That's why plants route this publication through their various departments. We enjoy including all factory executives in this our monthly "get-together" on current developments in methods, materials, supplies and equipment.

Dr. Stroud Jordan, in his authoritative article discusses both the technical and practical phases of gelatine and its uses.

Mr. Henderson, at our request, made a survey of what the air conditioning field is doing for confectioners, and he outlines his findings.

Mr. Williamson's straightforward analysis of manufacturers and conditions is based upon his intimate knowledge of both, acquired during his leadership in the recovery period. He talks about fundamentals, which, after all, determine progress.

President Brock and Vice-President Chapman bring us the campaign message of our profit crusaders. Secretary Burger outlines the Commodity Group Plan to be started the first of January.

A timely source of ideas and inspiration is Mr. Low's discussion of selling, which will interest sales managers who are now meeting with their salesmen in preparation for the 1936 drive.

Eric Lehman reveals what's been done the past year in confectionery production and merchandising. Every plant executive will profit by studying his review, as well as the 1935 Candy Clinic selections. Our friends in foreign lands also follow the Clinic regularly.

Be sure to see the annual index of subjects covered in this publication during the past twelve months in the back of this issue; it is for your permanent reference.

# Our Oils PEPPERMINT . . .



- "Prime Natural"
- "Goldenmint"
- "Prismentha"
- "Diamond White"
- "Supermentha"

meet all requirements and are sold at lowest market prices. We supply in small packages, drums or carloads.



To our many friends in the Confectionery Industry we offer our Best Wishes for a

**Merry Christmas and a Prosperous New Year**

"The integrity of the house is reflected in the quality of its products."

Copyright 1930.



**DODGE & OLcott  
COMPANY**

**180 Varick St., New York, N. Y.**

Branches:

Philadelphia      Boston      Chicago  
St. Louis      Los Angeles

# INDEX TO ADVERTISING OF MACHINERY, MATERIALS SUPPLIES AND SERVICES

## APPEARING IN THIS ISSUE

### MACHINERY AND EQUIPMENT

Burmak Batch Roller Belts.....	51
Economy Air Conditioning Equipment.....	50
Enrober .....	39
Friend Hand-Roll .....	55
Greer Kettles .....	8
Hildreth Pulling Machine Co. ....	51
Ideal Wrapping Machines .....	52
Kenlit Belts .....	55
Lehmann's Chocolate Machinery.....	52
Miller Wrapping Machine.....	45
Savage Bros. Machinery.....	11
Simplex Moulds .....	53
Union Used & Rebuilt Machinery.....	12, 13
Vacuum Machinery .....	53

### MISCELLANEOUS RAW MATERIALS

Agar Agar .....	47
Atlas Plastic Food Colors.....	11
Blanke-Baer Dipping Fruits.....	55
Cerelose .....	42
Convertit .....	49
Crystal Gelatine .....	55
Dried Hen Egg Albumen .....	47
Duche Imported Products .....	47
Exchange Citrus Pectin.....	35
Guittard Chocolate Coatings.....	Back Cover
Gums, Tragacanth .....	47, 53
Hen Egg Albumen .....	47, 53
Hooton's Chocolate Coatings .....	41
Lexin .....	55
Marshmallow Gelatine .....	47
Merckens Chocolate Coatings .....	43
National Certified Food Colors .....	48
Nulomoline .....	10
Peacock Colors .....	55
Pfizer Tartaric Acid .....	50
Ross & Rowe Products .....	39
Shelled Nuts .....	47, 53

Speas Confecto-Jel.....	47
Yelkin .....	8

### FLAVORING MATERIALS

Atlas Extracts .....	11
Blanke-Baer Flavors .....	55
D. & O. Flavors .....	5
Exchange Oil of Lemon .....	3
Felcobar Butter Flavor .....	Second Cover
Felton Flavors .....	Second Cover
Ferbo Butter Flavor .....	55
Fritzsche Flavors .....	9
MM&R Flavors .....	14
Peacock Flavors .....	55
Schimmel Flavors .....	10
Ungerer Essential Oils .....	7

### PACKAGING SUPPLIES

Amesco Packaging Units .....	45
Candy Cups .....	55
"Cellophane" .....	37
Corrugated Glassine .....	55
Flossine and Other Paper Specialties .....	45
Freydberg Exello Ribbon .....	53
Gay Stuffed Toys .....	53
Sherman Paper Products .....	38
Sweetone Paper Products .....	45
W-E-R Ribbons .....	53
W & G Ribbons .....	55

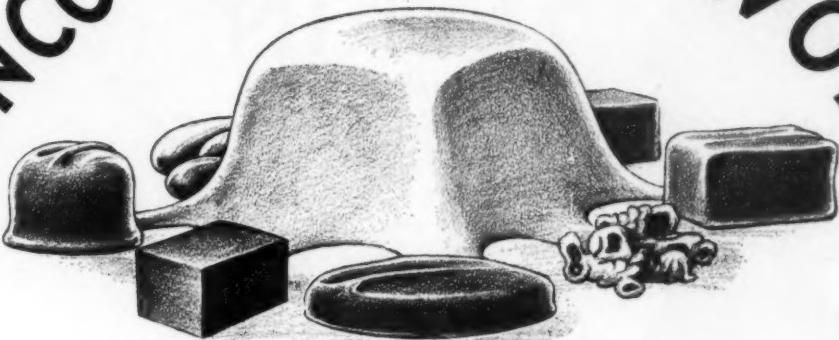
### MISCELLANEOUS

Official Bulletin .....	53
Piccadilly Hotel .....	56
Research Laboratories .....	53
Whymper's Book .....	Third Cover

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

# UNCO BUTTER FLAVOR



## THE TRUE BUTTER EFFECT

UNCO BUTTER FLAVOR is unsurpassed for its richness and flavor character and develops in the finished product a delicious true-butter effect.

The use of UNCO BUTTER FLAVOR assures economy and uniformity as it is entirely synthetic, thereby eliminating the flavor changes sometimes encountered by the use of natural materials in confections, icings and pastries.

Thorough tests in confections and baked goods as well as in actual preparations of shortenings and oleomargarines indicate the superiority of UNCO BUTTER FLAVOR.

We suggest its use in shortenings, oleomargarines and liquid butter substitutes in the proportions of 2 to 3 ounces to 100 pounds of fat or oil base.

\$17.00 gallon

\$2.50 pint

*Working Sample Submitted on Request.*

# UNGERER & CO.

13-15 West 20th Street

NEW YORK

# HOLLOW-MOLD GOODS

WITH GREATER APPEAL

You can produce a cleaner eating chocolate that is rich and wholesome without a trace of fattiness when you use

## YELKIN

THE STANDARDIZED LECITHIN

Too, the chocolate handles easier, flows readily around the mold and sets up quickly with a lasting gloss.

BETTER EATING  
HIGH GLOSS  
UNIFORMITY



ROSS & ROWE, Inc.

SOLE DISTRIBUTORS

75 VARICK STREET  
NEW YORK

WRIGLEY BUILDING  
CHICAGO, ILL.

# GREER KETTLES FOR MELTING AND TEMPERING

All sizes from 100 to 5000 lbs. Capacity

There is no paint on Greer Kettles to blister and peel off. Cast Iron Kettles are machine finished outside as well as inside and appearance improves with use. Steel Kettles are covered with Stainless Steel.

*Belt Driven as Shown*

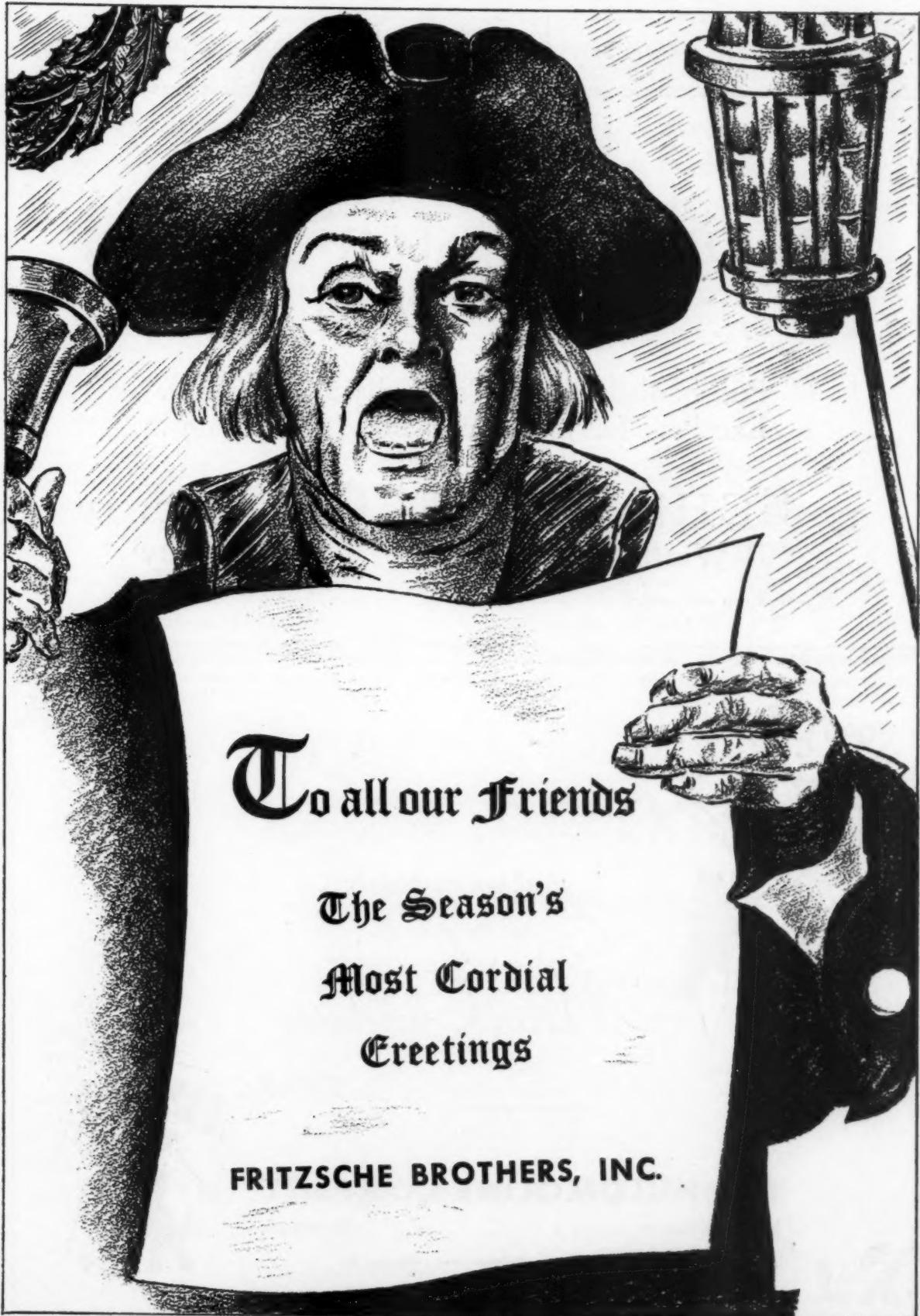
*Motor Driven Have Drive Completely Housed Underneath*

EASILY REPLACEABLE BEARINGS THRUOUT



J. W. GREER CO. - - - Cambridge - Mass.

LONDON: BRAMIGK & CO., LTD.



To all our Friends  
The Season's  
Most Cordial  
Greetings

FRITZSCHE BROTHERS, INC.



# Rum Kingston Flavor

(6 times concentrated)

Full bodied flavor. Unusually fine bouquet.  
Excellent for toffees and other confections.

SCHIMMEL & CO., Inc.  
601 West 26th Street                      New York City

CHICAGO REPRESENTATIVE: A. C. DRURY & CO., 219 E. North Water Street, Chicago, Ill.



and we certainly  
wish you a

Merry Christmas

and a



**THE NULOMOLINE COMPANY**

120 Wall Street

New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.

# SELECTIONS FOR YOUR NEEDS

**Savage Guaranteed Rebuilt Equipment**

**Attractive Prices - - - - Prompt Delivery**

Chocolate Melters, 150 lb. to 2,000 lb. capacity.  
Chocolate Refiner, 5-Roll National, Water-Cooled Rolls.  
Bausman Disc Refiner, complete.  
National Six-Division Cracker and Fanner.  
National Four-Pot Conge.  
Lehmann Twin Cocoa Mill.  
Lehmann 6' Chaser with Granite Rollers.  
National 6' Melangeur with Granite Rollers.  
  
Syrup Coolers, 600 lb. National, 400 lb. Werner.  
Cream Beaters, Ball, 4', 5' and 7', Dayton 3' and 5'.  
Cylinder Beaters, Dillon, Jacalucci, and Werner.  
Cream Breakers, 50 Gal. Springfield, 25 and 35 Gal. Werner.  
National Steel Mogul complete.

Simplex Starch Bucks, Wood and Steel.  
No. 2 Springfield Depositors. Also Racine.  
Pump Bars for Steel Mogul Depositors.  
Starch Printers, Springfield and Racine.  
Colseth Lift Trucks.

14 $\frac{3}{4}$ x33 $\frac{1}{4}$ " Outside Starch Boards.  
Friend Hand Roll Machines, Dreadnaught and Model "F".  
  
Forgrove Foil Wrapping Machine.  
Model "K" Kiss Cutter and Wrapper.  
Ideal Caramel Wrapper, 1" Special,  $\frac{3}{8}$ " Junior.  
Caramel Cutters, Mills, Racine, and Savage.  
Caramel Sizers, Racine, belt drive.  
Nougat Cutters, Mills and Racine.  
Steel Water-Cooled Slabs, 3'x6', and 3'x8'.

National Continuous Cooker, complete.  
Simplex Steam Vacuum Cooker, also Gas Type.  
Hildreth Form 3, Style "D" Puller, motor drive.  
Racine Automatic Sucker Machine.

Marshmallow Beaters, 110 Gal. Savage, 50 Gal. National  
and Werner.  
Day and Hobart Beaters, 80 Qt., 4-Speed, also Read.  
Copper Steam-Jacketed Kettles, 10 Gal. to 150 Gal. Capacity.

**OVER 1500 ITEMS ON DISPLAY**

*Write or wire for quotations on equipment you are interested in.*

**SAVAGE BROS. CO.**  
2638 Gladys Avenue

Chicago, Illinois



## ATLAS GENUINE FRUIT EXTRACTS SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all  
the NATURAL qualities of the fresh-picked FRUIT.

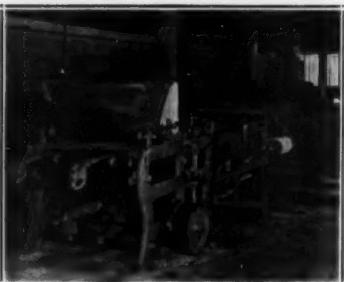
*An EXTRACT which will add a superior quality to your CONFECTIONS*

**H. KOHNSTAMM & CO., INC.**

83-93 Park Place, NEW YORK, N. Y.

11 E. Illinois St., CHICAGO, ILL.

*First Producers of Certified Colors*



National Equipment, fully automatic, Steel  
Mogul Machine

# UNION

Rebuilt  
Candy Machinery



## BUY OUR MODERN CANDY AND CHOCOLATE MACHINERY For Sale—Individually Specified Modern Machinery

FORMERLY USED BY

# PERRY CANDY COMPANY

LONG ISLAND CITY

## AND OTHER RECENT LIQUIDATIONS

## ACT QUICKLY— WHILE THE BEST EQUIPMENT IS AVAILABLE

### MOULDING DEPARTMENT

National Equipment Fully Automatic Steel  
Mogul Machine.  
Starch Trays and Trucks.  
Racine Depositor.

### REFRIGERATING EQUIPMENT

Carrier 65-ton Refrigerating Machine,  
compact, automatic, complete, motor-  
driven.  
105-ton Frick Ice Machine, with 150 H.P.  
Synchronous motor.  
50-ton Frick Steam Driven Ice Machine.  
3-ton Brunswick Kroeschell, self contained  
Ice Machine with Carrier Air Washer  
and Conditioner.  
Atmospheric Conditioner Corporation Air  
Conditioner, very large capacity.

### COCONUT EQUIPMENT

Burkhard Jap Mixers.  
Mills Patent Jap Cutter.  
Anderson vertical Jap Cutters, with spe-  
cial knives.  
Mills Cocoanut Sizer.  
Heilman Bon Bon Machine.  
Mills Cocoanut Grater.  
B & S Cocoanut Toaster.  
Mills Cocoanut Shredder.

### CHOCOLATE COATING EQUIPMENT

Wolfe Peanut Coating Machine with Cool-  
ing Conveyor.  
National Equipment Enrober with Bot-  
tomer and Cooler and Packer.  
Bausman, late style, Coating Disc Machine,  
with pre-melting kettles.  
Chocolate Melters, 300 to 2000 lb. cap.  
Basket Dipping Machine.

### SPECIAL EQUIPMENT

Holly Pneumatic Sugar Conveyor, com-  
plete with Root Pressure Blower, Air  
Compressor, etc.  
5,000 gal. Corn Syrup Tank.  
Sugar Lorry with Scale—500 lb.  
Crystal Pan Washer.  
Peanut Blancher and Grinder.



Jos. Baker Co. Lozenge Outfit

We pay cash for single machines or entire plants.

WRITE OR WIRE COLLECT FOR

# UNION CONFECTIONERY MACHINE COMPANY

CABLE ADDRESS: UNION CONFECTIONERY

# UNION

Rebuilt  
Candy Machinery



**A N D CHOCOLATE MACHINERY—AND SAVE!**

**Special Bargain Prices  
for Quick Sale and Removal**

**CANDY AND CHOCOLATE EQUIPMENT  
FORMERLY USED BY**

**BRANDLE & SMITH COMPANY**

**PHILADELPHIA, PA.**

**AND OTHER RECENT LIQUIDATIONS**

**CHOCOLATE COATING  
EQUIPMENT**

National Equipment 24" Enrobing Machines, automatic feeders, bottomers, detailers, motor drives, Kihlgren strokers and National Coolers and Packers. Greer 24" Coater, with automatic feeders and cold box.

Wolfe Peanut Coating Machine, with conveyor.

Chocolate Melters, 300 lb. up to 2,000 lb. capacity.

Basket Dipping Machine.

Chocolate Foil Wrappers, for bars and 1c pieces.

Air Cooling and Conditioning Machine.

Smith Scales.

Hand Dipping Tables.

**HARD CANDY MACHINERY**

Racine, motor driven, late style, automatic Sucker Machine, with 24' long conveyor, and cooler.

Water-cooled tables, 3' x 8'.

York Batch Rollers.

Hildreth, motor driven, Pulling Machine. Motor driven continuous Chip-cutter with Conveyor.

Gas Furnaces, with Blowers.

**KETTLES AND MIXERS**

Steam Jacket Kettles, all types, 20 to 150 gal. capacity.

Savage No. 3, Portable Fire Mixers, complete with motors, furnaces and kettles.

Burkhard, 150 gal. Double Action Mixer.

Burkhard, 80 gal. Double Action, Mixing Kettle.

Kopberman, 60 gal. Double Action Mixer.

Triumph Egg Whipper.

Revolving Pans with and without coils, 38" size.

**PEANUT MACHINERY**

5 bag Burns Roasting Machine.

Eclipse Peanut Cooker.

Cooling Pans.

Burns Whole Nut Blancher.

**MOULDING DEPARTMENT**

National Equipment Co. fully automatic Steel Mogul Machine, with pumps, and with Huhn Starch Dryer, Motor Drives, with Conveyoring, also Standard Starch Trays with Starch.

**CANDY MACHINERY**

Werner, 1,000 lb. Syrup Cooler, with latest Werner, 4 cylinder, Snowflake type Cream Beater.

5' Dayton Plow Cream Beaters.

Racine Snowplow Cream Beater.

80 gal. Savage Jacketed Marshmallow Beaters, belt drive.

Ideal Caramel Cutter and Wrapper.

Racine Caramel Cutter.

Reversible Caramel Sizer.

Automatic Sugar Sanding Machine.

Continuous Cooker.

**FOR COCOA POWDER  
& BUTTER**

Lehman Cocoa Powder Outfits, very late construction, complete with 8 ft. Diameter Wind Sifter.

Lehman, 12 pot Cocoa Butter Press, with pump.

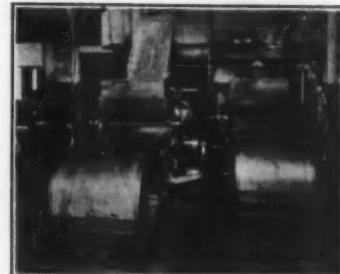
Carver, 10 pot Cocoa Butter Press, with pump.

Shriver Filter Press.

Pneumatic Scale Cocoa Can Filler.



Battery of Close-Coupled Conges, motor driven, 2,500 lb. each capacity, granite beds and rollers (special bargain price).



Racine Kiss and Star Depositors, motor driven, with 80 ft. Swiss Steel Cooling Belts and Tunnels.

**CHOCOLATE MAKING  
EQUIPMENT**

Lehman, 8 compartment Cracker and Fan-ner.

Lehman Germ Separator, Double Drum, large capacity.

Lehman, 5 bag Roasters.

38" Triple Stone Mills.

Conges, 2,500 lb. capacity, 4 pot, stone rolls and beds.

Lehman Giant 48" Refiner, motor driven.

Lehman 3 Roll Refiners.

2,000 lb. National Chocolate Melter, with late style, automatic temperature control.

2,000 lb. National Chocolate Melters.

National Chocolate Melters, 300-500-1,000 lbs. capacity.

5,000 lb. to 10,000 lb. capacity chocolate jacketed Holding Tanks.

2,000 lb. capacity Rockwell Mixing Tanks.

5' Milk Vacuum Pan with Pump, complete.

9' Milk Plow Machine.

Racine Chocolate Depositors with 80 ft. long new heavy metal belts, one piece.

Remington Foil Kiss Wrapping Machines, 4 at a time.

Springfield Chasers.

Nut Bar Depositing Machine.

Shaking Table—4 sections.

Cold Box, complete with cooling coils, conveyor, motor, etc.

Chocolate Trucks, Pans and Moulds.

Hardinge Ball Mill, complete with Collectors and Blowing Units.

Send us full details of machinery you wish to dispose of.

LECT FOR PRICES AND DETAILS

**MACHINERY CO., INC.**

**318-322 LAFAYETTE ST.,  
NEW YORK CITY**

# “Candy is Flavor,” he said . . . .



We wish to extend to our many friends in the confectionery industry the most cordial greetings of the season, and to express the hope that in the New Year we may continue to serve you.

At a recent convention we asked one of the country's leading confectionery manufacturers, quite frankly, just what importance he attached to flavor in the sale of his product.

He looked at us with some surprise.

“Why, candy *is* flavor,” he said, “surrounded by other ingredients; all necessary, but not so vital.”

We pass the thought on to you, with the suggestion that use of these MM&R Favored Flavors will prove how accurate that comment was:

MOHAWK OIL PEPPERMINT  
MOHAWK Soluble Extract Coffee  
MM&R Cordial Flavors for Cream Centers  
Maple Concrete MM&R  
Butterscotch Flavor MM&R  
Certified Food Colors  
Pineapco Concentrated MM&R  
Trulic MM&R (A Licorice Flavor)  
Oil Bitter Almonds (French)

---

Magnus, Mabee & Reynard, INC.  
32 Cliff St., New York — Established 1895  
Essential Oils — Basic Flavoring Materials



## EDITORIAL

### Gearing Up for 1936

A HEALTHY forward progress has been registered in all business fields during the past year, and particularly in recent months. On the eve of 1936, business is gearing up for greater strides the coming year. Progressive confectioners are among those who are making such preparations.

Reports of the confectionery manufacturers on their fall business show that this year exceeds all others since 1930 and 1931. This increase is characteristic of that in other lines of business and is therefore especially encouraging. "For the first time in six years, business activity has had a normal increase in volume this Autumn," declares Col. Leonard P. Ayres, Cleveland economist, "and even something more than a normal increase. . . . None of the previous periods of improvement had the convincing quality that characterizes this one."

Higher priced candies are selling in increasingly greater volume, and the distribution trade is reflecting this demand. A number of manufacturers are already stepping up the quality of their products and keeping abreast of the times.

This is the planning season for both sales and production. With the increased business, firms are showing a renewed interest in equipment modernization and improvement. All along the line, the keynote should be action—gearing up for bigger and more profitable business in 1936!

### The Cost Problem

IN a letter to this publication, the president of the National Confectioners' Association has suggested that the trade papers start next year with an educational campaign to make the candy industry profit minded. The letter suggests that such a campaign should not be limited to an occasional editorial on the subject, but should be made the keynote theme of every issue throughout the year. It suggests that if the subject is intelligently campaigned month after month by all papers in the field, it could be made a successful program and would work to the advantage of the manufacturers, the jobbers, and the trade papers—to the latter in the form of additional advertising.

We respect the sincerity of the national president in making this suggestion.\* Truly, the manufacturers need to get profits, and probably no one realizes it more than the manufacturer himself, but getting profits under intense competitive conditions is more than a publicity problem devoted to the idea of profit minded-

ness. It is a problem involving costs, salesmanship, quality, knowledge of market conditions, and industry relations.

These various phases of the profit problem have been discussed by The MANUFACTURING CONFECTIONER for so many years that our cooperation with the suggested campaign merely means carrying on.

As we see it, the manufacturer needs to be concerned with not just the term "profit," loosely construed, but a wider margin between cost and selling price to allow for fluctuations in prices of materials, and constantly increasing taxes, as well as other items that many manufacturers do not include in their cost sheets as we have seen them.

The term "profit" is interpreted in different ways, according to the individual manufacturer's cost analysis. Therefore, we believe it exceedingly important to stress the widening spread between cost and selling price.

Approaches to the subject must be specific, practical, and fundamental, otherwise it merely means a repetition of phrases which are already outworn.

### Consumer Jury

A SINCERE interest in obtaining impartial, as well as helpful reactions to the quality and appeal of their confections is being evidenced by an increasing number of manufacturers.

One company has a method of obtaining the reactions of a thousand persons "almost overnight." This manufacturer has a "jury" consisting of about 125 men and women, located at points throughout the United States and Canada, who give their opinions and obtain others from a number of their friends. Before a new confection is put into general production, this company submits samples to its jury of consumers for their reactions.

Such a plan of checking quality and appeal proves that these factors can be measured in terms of consumer appreciation if an organized effort is made to this end.

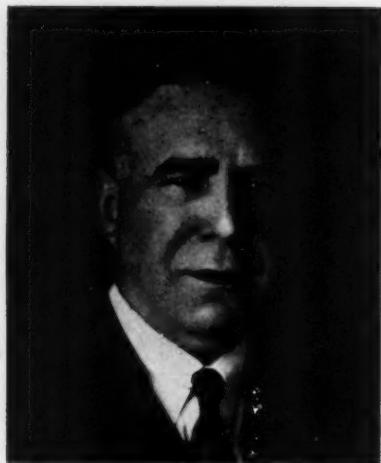
### Season's Greetings!

TO our readers and many friends throughout the confectionery, and allied industries, we extend our sincere Greetings and Best Wishes for the Holiday Season.

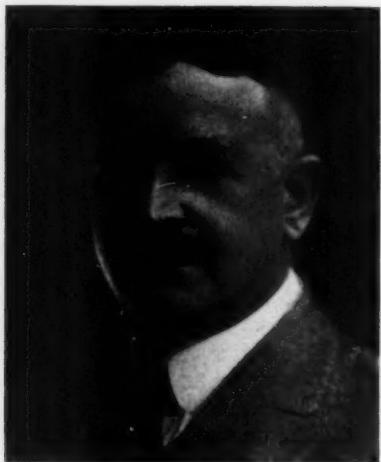
May the New Year bring gratifying progress, increased initiative and healthy competition throughout all branches of these industries.

# WHO'S WHO IN THE CANDY INDUSTRY

*Fostering the Idea of Getting Better Acquainted  
with Prominent Members of the Industry*



C. S. ALLEN  
C. S. Allen Corporation, Brooklyn, N. Y.



PAUL F. BEICH  
Paul F. Beich Company, Bloomington, Ill.



CHESTER E. ROBERTS  
Imperial Candy Company, Seattle, Wash.

## C. S. ALLEN

IT SEEMS that Claude S. Allen unavoidably became a candy manufacturer. "My father's strong right arm," says he, "determined my decision to manufacture candy." He only followed, or rather was pushed, into the steps of great-grandfather, grandfather, father and two brothers—all who were candy-makers.

Mr. Allen was born and educated in England. His favorite food is steak and kidney pudding. The first step in his business career was taken in London. There he was connected with Frederick Allen & Sons, Ltd.

Mr. Allen is president of the C. S. Allen Corporation, in Brooklyn, N. Y., famous for toffee candy. He has spent 35 years in the candy manufacturing industry.

Nineteen thirty-four was Mr. Allen's year for industry activities. He was president of the Association of Manufacturers of Chocolate and Confectionery of the State of New York, and also served on the executive committee of the N. C. A.

His hobby, photography, takes up considerable of Mr. Allen's leisure time. His reading is confined to books of travel. Mr. Allen likes golf and says his favorite sport is trying to lower his handicap. Never ask Mr. Allen in his home if he plays a musical instrument; for, while he answers, "Yes, I play the piano," simultaneously Mrs. Allen says, "No, he doesn't play the piano!"

A restless soul, he prefers to travel during vacations. An active soul, too, he has been a member of the Boy Scout organization since 1909, and is now chairman of the Brooklyn Scout camps and chairman of the physical department of the Brooklyn Central Y.M.C.A.

His roster of clubs is even more impressive in length than B. G. Showley's. They are the Canadian Club of New York, British Club, Crescent-Hamilton Club, Northport Country Club, Engineers' Club, Royal St. Lawrence, Yacht Club and Rotary Club. He is governor of the Canadian Club. The Rotary Club boys' camp is Mr. Allen's pet charity.

## PAUL F. BEICH

PAUL F. BEICH is a distinguished personage in this industry, where his activities have been centered for 45 years. A familiar figure at N. C. A. conventions, Paul F. Beich holds a record for continued attendance that is shared by only one or two other manufacturers.

In 1890 Mr. Beich entered the candy industry in Bloomington. He acquired several candy companies which he developed into the present Paul F. Beich Company, with its factories in Bloomington and Chicago. Mr. Beich has held the positions of president and general manager of the Beich company, and at the present time is chairman of the board. His two sons, Otto G. Beich and Albert C. Beich, are associated

with him. Otto, who is president, manages the Bloomington plant, and Albert, vice-president, is in charge at Chicago.

Starting as a salesman of candy for the firm of Bruce Brown & Co., Mr. Beich later operated as a jobber, then as a manufacturer. His business connections have always been with the candy manufacturing industry.

In 1919 Paul F. Beich was president of the National Confectioners' Association. He has held several other important offices: vice-president in 1917 and '18, treasurer in 1915 and '16, and served on the executive committee from 1907 to '09.

For many years Mr. Beich has been prominent in the affairs of the Illinois Manufacturers' Association, having held various important positions there. In 1934 he was appointed a member of the committee to represent this association in the U. S. Chamber of Commerce at Washington.

Mr. Beich was born in Wehlau, Germany, and in that country he was educated. A travel enthusiast, he prefers to spend his vacations in seeing new territories. Music, drama and good musical shows are his special pleasures. He reads chiefly technical books.

Mr. Beich holds membership in the Union League Club and the Illinois Athletic Club in Chicago, the Bloomington Country Club, and various fraternal organizations.

## CHESTER E. ROBERTS

IN THE year 1906 lived two men named Chester and Sam. Sam could make candy and Chester could sell it. So they both did! The result was the Imperial Candy Company of Seattle, Washington.

The Chester of the team, Chester E. Roberts, is now president and general manager of the company, which has grown from a few small rooms to an establishment making around 1,000 different kinds of candy marketed throughout the West and exported to every country bordering on the Pacific.

Fancy boxed chocolates were introduced by Chester Roberts in the Northwest territory. Back in 1909 this was a bold step, for fancy boxed chocolates were part and parcel of the old, well-established factories of the East. His first box tops bore a sketch of the sensation of that era, the Gibson girl.

Mr. Roberts started his business career as a salesman for Armour & Co., traveling through the Northwest and Alaska during the formative days when these sections were opening new markets to business.

He was born on a farm in Butler County, Kansas, and went to school in Hutchinson, Kansas. He has three children, Virginia, 26, and Elizabeth and Malcolm, twins, 22 years old. Malcolm recently entered his father's business.

Golf (his hobby), hunting and foot-  
(Turn to page 45)

# THE MANUFACTURING CONFECTIONER

PUBLISHED BY THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

VOLUME XV

DECEMBER, 1935

NUMBER 12

## EVALUATION OF GELATINE Practical and Technical Phases

★By DR. STROUD JORDAN

EVERY confectioner knows what gelatine looks like and some are familiar with its characteristics. Not many have ever taken the time or trouble to determine the extent of its application. Soft marshmallows, hard marshmallows, nougats and other types of confections—some of which have appeared on the market recently—are but a few of the many varieties. Chewing candies that contain a relatively high gelatine percentage have been popular in Europe for years and are destined to find a greater acceptance in the American market. I refer particularly to products composed of familiar proportions of milk, corn syrup, and sugar; but as much as eight per cent of gelatine is sometimes present. Color and flavor, generally of a winey character, complete the formula.

Before passing from confections containing gelatine, it is recalled that many European gums have gelatine as a base instead of gum arabic, or there may be a combination of the two. The consistency is entirely different from gum arabic gums or familiar starch base gums, which contain a relatively low percentage of water. The American candy buyer has not yet become accustomed to their chewing characteristics, which have made them a partial substitute for gum, without the attendant necessity of finding parking space for "the remains." This type of product is ready for exploitation, and, if manufactured carefully and introduced properly, will make a satisfactory addition to any general line.

In any consideration of gelatine confections we are naturally interested in gelatine itself, since upon its

★ CHARACTERISTICS of gelatine types for confections . . . Precautions for obtaining proper grades for specific uses . . . Methods of testing in plant and laboratory . . . Proper handling and use.

characteristics will depend the acceptability of finished products. From the viewpoint of the confectioner we find three general divisions; those with *high*, *low*, and *medium gel strength*, respectively. Along with such gel strengths beating power generally appears in the reverse order, but this is not always true. There are some high gel strength varieties that are fairly good beaters; on the contrary, relatively few of the exceptionally high beating gelatines have much gel strength. In carefully selected blends of these types lies the ideal combination.

Gelatine manufacturers have done an excellent job in the standardization of types. They have also perfected exceptional grades which are sterile and yet contain no preservatives. Sulphur dioxide was at one time thought essential to preserve clarity and color, but in strictly high-grade types it is conspicuous by its absence, or if present is found in quantities less than twenty parts per million. This does not apply to the usual "run of the mine" varieties. Some of the lowest grades, either of domestic or foreign origin, contain

excessive bacteria due to decomposed raw stock and unsanitary manufacturing conditions. This results in the breakdown of all confection types in which such products are used. It is suggested, therefore, that the confectioner who is looking for a satisfactory supply consult the service department of any of the recognized producers. They will be glad to furnish definite and truthful information as to the grades best suited to individual needs.

The highest grades of gelatine have been mentioned and the good qualities of such products have been stressed. This does not mean that some of the lower gel strength grades are not just as pure and free from contamination. The consistency obtained when they are employed will not be as satisfactory unless a proportional increase is provided for, so that the lack in gel strength based on a unit weight, when compared with the stronger variety, may be overcome by the employment of a relatively larger quantity. This fact, instead of being a drawback, is oftentimes advantageous, since it permits the use of a larger gelatine percentage without the objectionable toughness in the finished product. There is a very direct relationship between gel strength and body and this acts to prevent wrinkling and general breakdown in composition after a marshmallow, for example, has been made and stored for a few weeks.

#### **Advantages Found in Blending High and Medium Types**

Many manufacturers find it to their advantage to use definite proportions of high and medium gel strength varieties. Some even go so far as to employ a grade with high beating qualities and low gel strength in a further combination. *Definite results are obtained with such blends which cannot be obtained through the use of one variety alone.* Nor is all gelatine produced of a single grade, therefore, if only one is employed, price will advance since there will be little need for other grades. This makes it desirable for the confectioner to balance his formulas, using each of the three general types in order that the price of any one will not be completely out of line.

#### **Various Tests for Gelatine Specifications**

There are definite tests which can be made in a factory to determine acceptability; there are other tests which require the use of a laboratory. Almost all state and municipal governments are today creating specifications for and setting standards on all products purchased in the open market. Some are comprehensive; others are practically worthless. Without going into detail as to which are the most acceptable, it will be of interest to review one that is representative and which, if followed, will ensure the purchase of satisfactory gelatine types and grades.

A prime requirement for gelatine is that it should be *pure*, of best quality and have been prepared in accordance with best commercial practice, under strictly sanitary conditions. It should conform in all respects to the provisions of the Federal Food and Drugs Laws and all later modifications thereof; also to the general food law of the state in which this

product is intended for use. A good description is as follows:

"Gelatine shall be edible, clean, pure, sound stock; shall be a clear, light color and shall possess satisfactory jelly strength. It shall be free from offensive odor and when heated shall have only the normal odor of best quality gelatine."

There will be different particle sizes required for individual purposes but in many state and municipal specifications gelatine is required to be granulated so that it will pass a thirty mesh sieve.

A general test for *soundness* requires that there shall be no signs of decomposition at any point in a gelled mass 24 hours after cooking the solution; the time allowed for the product to set uncovered is specified as being at a temperature of 65 to 75 degrees.

#### **Get Strength Test That Can Be Made in Factory**

Insofar as the strength of the gelatine is concerned, a simple test is to dissolve one-half ounce of gelatine in 400 cubic centimeters of water. This solution should make a gel of sufficient strength to permit the turning of a straight walled glass container at an angle of 45 degrees for one minute without any evidence of breaking away from the side wall. The temperature at which this set should be made is usually from 40 to 45 degrees, Fahrenheit, as represented by the usual refrigerator. A detailed method for the determination of gel strength is as follows:

"Place one-half ounce of gelatine in a thoroughly sterile glass container, add four hundred cubic centimeters of clean, recently boiled distilled water which has been chilled to sixty degrees Fahrenheit. Allow the mixture to soak for fifteen minutes and then dissolve by partially immersing the glass container in water at a temperature of one hundred fifty degrees Fahrenheit. The mixture should be stirred at intervals using a sterile glass rod, after which the gelatine is placed in a refrigerator at a temperature of forty degrees Fahrenheit and allowed to stand for a period of fourteen hours. If a Hall gelatine tester is available, the resistance to pressure on the surface of the jelly may be registered. This reading should show from 2.2 to 2.5 provided the glass container has been covered during the period when the gelatine is dissolving and during the time it is held in the cooling room."

If a *gelatine tester* is not available, the following factory procedure is suggested:

Dissolve twenty grams of gelatine in four hundred cubic centimeters of recently boiled, distilled water which has been cooled to sixty degrees Fahrenheit just prior to its use. Use for this test a drinking glass or a laboratory beaker with straight walls. Heat this mixture at one hundred fifty degrees by partially immersing the glass or breaker in water maintained at a temperature of one hundred fifty-five to one hundred sixty degrees Fahrenheit. Stir the solution with a thermometer to regulate the temperature of the gelatine and water mixture. As soon as the gelatine has all dissolved, cover the solution with a watch glass and allow it to cool to room temperature.

Replace the watch glass which has been used as a cover with a clean, dry one and set the glass or beaker

## ANNOUNCEMENT

### THE MANUFACTURING CONFECTIONER Moves to Larger Quarters

On January 1, 1936, The MANUFACTURING CONFECTIONER will be at home in its new and enlarged offices in the Daily News Building, at 400 West Madison Street, Chicago. Removal of the Publishing and Editorial Offices from the Merchandise Mart will take place during the holiday week. The New York offices, at 15 Park Row, will continue as Eastern service headquarters for the industry.

—Prudence Allured, Publisher.

---

containing the solution in a cool room. A temperature of fifty-five to sixty degrees will be sufficient.

Allow it to stand overnight and without removing it from the room take all samples for comparison, examine them visually by looking through the gelled mass. Note whether any clouds are apparent or whether spots are visible. A good gelatine should be transparent.

After this observation, set the samples on a table and apply pressure using a finger on the top of each sample. Obtain a relative idea in the first comparative test, then repeat several times until it is possible to determine which has the greater and which has the lesser gel strength. Arrange the remaining samples in logical order.

In the event that the *keeping quality* of the gelatine samples is to be determined under factory practice it is customary to prepare a set of duplicate samples and leave them for a period of two or three days in the cool room in which the samples for finger testing have been stored. Examine them from day to day and determine which one stands up longest. Results obtained may not be as accurate as when a gelatine tester is employed but to one familiar with products of this type the comparison obtained will give definite indications as to relative worth.

#### **Purity Analysis Determined in Laboratory**

There are many things to be taken into consideration where the purity of gelatine is concerned. Under such conditions a laboratory analysis is necessary. The following requirements will set up satisfactory tolerances:

Lead .....	None
Zinc.....	Not exceeding 32 parts per million
Copper.....	Not exceeding 9 parts per million
Arsenic.....	Not exceeding 1/10 parts per million
Sulphur dioxide.....	Not exceeding 19 parts per million
Ash.....	Not exceeding 1.25%
pH .....	4.6-5.2
Bacilli coli .....	None
Gas from bacteria.....	None
Liquefying or acid forming bacteria.....	None
Bacteria count—total.....	5,000 maximum

Moisture.....	Not more than 12%
Preservatives .....	None

There is no definite tolerance for heavy metals such as *lead*. This factor changes slightly from time to time but at present it must not exceed two parts per million, and it is believed that there will rarely be a time when a fraction of a part per million is not found to be present in most food products. Many competent analysts claim that methods employed are of such a nature and contamination which it is almost impossible to obviate in the average laboratory are so evident that anything less than five parts per million cannot be taken as proof positive that lead is actually present. This is perhaps a bit overdrawn, and still to those familiar with methods employed and contaminations which are always possible, to report fractions of a part per million does appear to be far-fetched. At the best, we do not know enough of lead to condemn a product on less than two parts per million, and this is subject to question.

The other heavy metal of particular importance is *arsenic*. A precaution to be offered in its determination is that a blank must always be run on everything used for the analysis at the same time that the determination is run on the gelatine. If this is not done, certain types of glass apparatus employed will show a material arsenic stain, and reagents are also likely to contain traces, which may bring about results that can easily lead to erroneous conclusions.

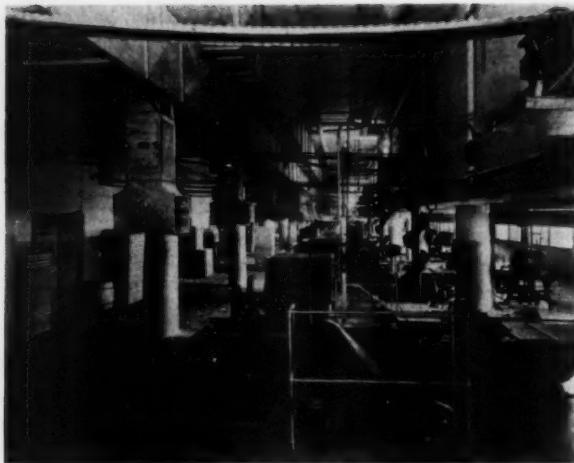
A limit has been set on *sulphur dioxide*, so that it must always be less than twenty parts per million. While such a figure shows the presence of sulphur dioxide, still the specifications for the Commonwealth of Pennsylvania, in which sulphur dioxide is not permitted in confections, set a tolerance of nineteen parts per million. Since gelatine is used in a relatively small percentage of any finished confection weight, it is evidently considered that anything less than twenty parts per million in the gelatine alone will give a result relatively free from SO<sub>2</sub>.

It is rather difficult to carry out the laboratory determinations of sulphur dioxide in some types of gelatine. This is due to the foaming which takes place when a solution of the gelatine in water is boiled. Instead of this working a hardship, it has been turned to distinct advantage by the more ingenious analyst.

#### **Boiling Test to Determine Beating Power**

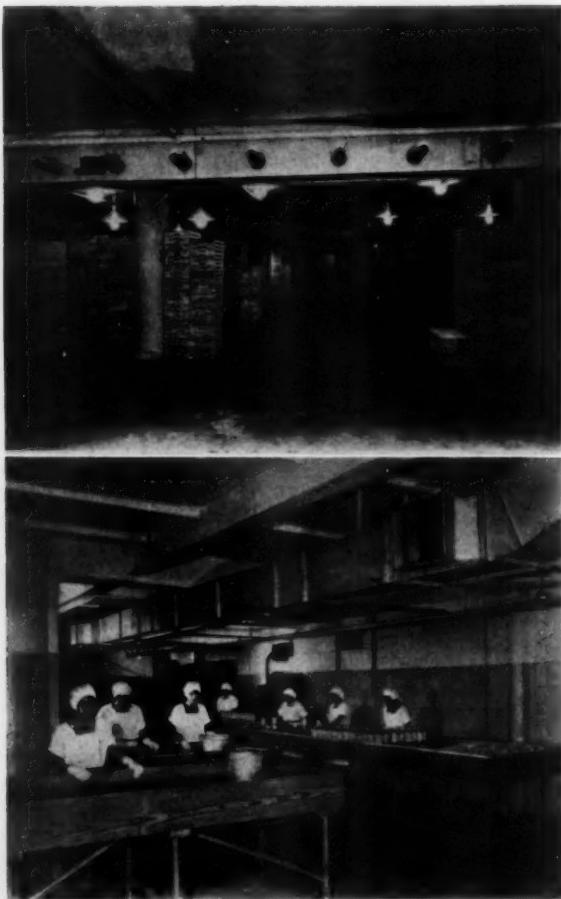
The relative amount of foaming is a direct indication of beating quality; light foam indicating low and heavy foam high beating power. Familiarity with this test makes it possible for the analyst to forecast results obtained when any type of gelatine is employed in a batch where a definite beating power is desired. In some plants where no laboratory is available, the department foreman has learned to prepare a 5 per cent gelatine solution in water, and, when a small steam jacketed kettle is used and the solution brought to a slow boil, the tendency to foam has been observed. In some cases the batch will boil completely over, while in others little more than surface bubbles are apparent. It is possible from such information to

(Turn to page 52)



General view of 650-ton air-conditioning installation in W. F. Schrafft & Sons Corp., Boston, Mass. This is a central station type of installation in which centrifugal refrigeration units supply chilled water to spray type dehumidifiers for cooling, dehumidifying and cleaning the air.

## AIR CONDITIONING PROGRESS In the Confectionery Industry



★ By WILLIAM B. HENDERSON

Executive Vice-President, Air Conditioning Manufacturers' Association and Refrigerating Machinery Association, Washington, D. C.

**A**IR CONDITIONING is one field of confectionery manufacturing equipment in which there have been many new and economical developments which may not have been fully utilized by the individual manufacturer during the recent period of business recession. With the whole country now definitely heading back to more prosperous days, a discussion of air conditioning progress and advantages will therefore be of special interest to those concerned with production and plant management problems.

Through the use of the proper air conditioning equipment, some confectionery manufacturers are able to maintain capacity production of uniform quality throughout the year, regardless of outside weather conditions. Without these production aids, many companies are under a competitive handicap when faced by adverse weather conditions which decrease production and lower the quality of the product. As we all know, too much dampness in the atmosphere prevents hard candy production and results in a gray appearance of chocolate coatings. Too high temperatures bring about corresponding production difficul-

**LEFT, CENTER:** View of a starch drying room at Schrafft's showing ejector nozzles which distribute dehumidified air evenly over the product. **BELow:** Section of hard candy packing room at Schrafft's in which 35 tons of refrigeration are used to maintain room conditions of 65° F. temperature and a relative humidity of 55%.

ties, such as a sagging down of the coating or the whole form of the confection.

Air conditioning means the control of the atmospheric conditions of temperature, moisture, cleanliness, and motion,—in order to maintain the most efficient plant operating conditions and provide the proper amount of moisture and the correct temperature for production. In addition to the control of air conditions necessary for the best grade of production, those companies which operate under controlled air conditions have also found that the increased working comfort of the employees has actually stepped up the production ratio per employee, with a resultant lowering of unit production cost. In the confectionery industry it is a fortunate fact that approximately the same air conditions required for the most efficient production are also the air conditions which give a greater degree of personal comfort to the worker.

#### **Desirable Temperature and Humidity In Different Departments**

Air can hold only a certain amount of moisture at any given temperature. Relative humidity is the amount of moisture contained in air at a given time relative to the amount it could hold without "raining" (depositing moisture on the room surfaces). The control of this moisture content to provide the most desirable conditions is known as "humidity control."

In the hard candy departments using a sugar base, it has been found that a room temperature of 70° F., with a 42% relative humidity, makes a most desirable production condition. If a glucose base is used, the room temperature may be permitted to rise to 75° F., but under this condition, it is quite desirable that the amount of moisture in the room be reduced to 35% relative humidity.

On the other hand, in the chocolate coating department, whether the coating is done by hand or by mechanical coater, the best condition is attained by cooling the room temperature down to 65° F., allowing the moisture content to range around 50% relative humidity. In the coating kettle work, air of 75° to 80° F. in temperature, with a fairly dry condition, say, containing from 30% to 35% relative moisture, is the optimum condition.

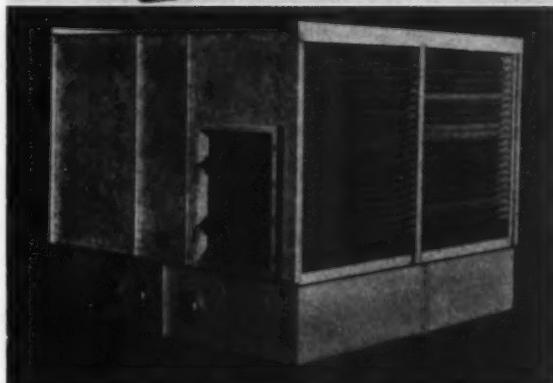
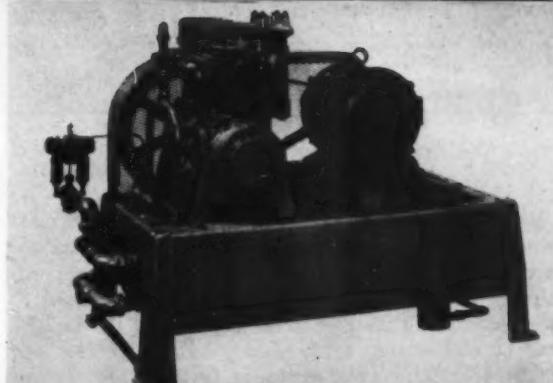
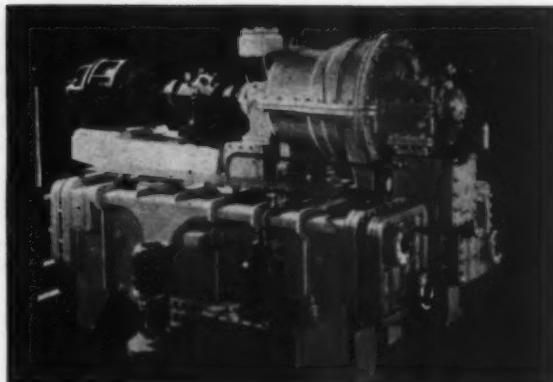
These air conditions are relatively similar, so that, provided the proper equipment is used, a high economy in operating costs of air conditioning equipment may be obtained.

It is necessary to have somewhat lower temperatures with higher relative humidities in storage rooms of supplies, such as nuts and dried or candied fruits. This, in turn, usually necessitates refrigeration equipment in order that there may be proper control of atmospheric conditions.

#### **New Achievements in Equipment Development**

Constant research and development by air conditioning engineers over the past few years has resulted in remarkable advances in equipment design and highly efficient application.

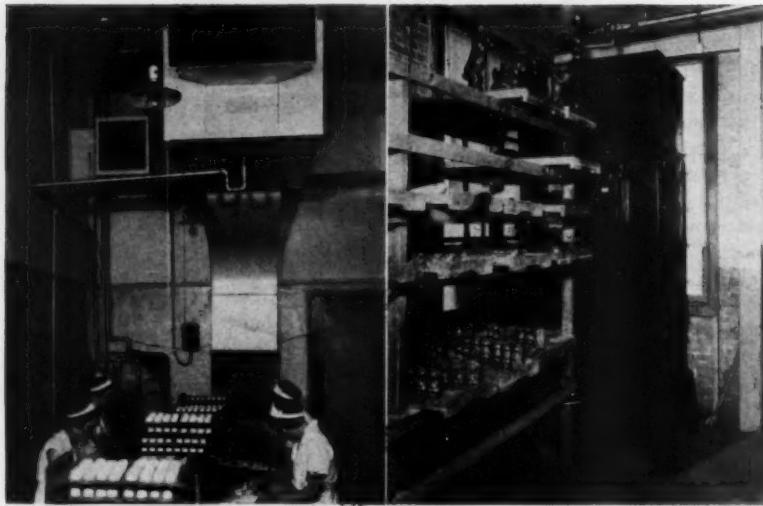
One of the outstanding achievements in equipment development during the past four or five years is the



ABOVE: Centrifugal refrigeration unit used in air conditioning to supply chilled water or brine for central station type installations. Units of type shown range from 50 to 750 tons capacity. CENTER: Typical of modern reciprocating compressor units, this is a Freon condensing unit of 10-16 tons refrigeration capacity. BELOW: Air washers are recommended for large central station air-conditioning systems in which accurate control of temperatures and humidities is required.

production of an all metal cooling surface for air conditioning equipment of the unitary type. Also, several new refrigerants have been developed, each peculiarly adaptable to a particular field in relation to initial and operating costs of the air conditioning installation.

One interesting trend during the past few years has been the tendency to install a number of smaller equipment units rather than one large one. The reasons for this trend are readily apparent—economy and flexibility of operation of the plant to meet the rise and fall



LEFT: Hand dipping room at Welch Candy Co., Los Angeles, Cal., air conditioned by ceiling unit of new type. A temperature of 65° F. is maintained, with relative humidity of between 40% and 50%. Under these conditions the chocolate coating sets in about 50 seconds, resulting in a smooth, lustrous candy with no finger marks. Equipment includes an air conditioner and a 3-H.P. Freon condensing unit. RIGHT: Spray type of single unit air conditioner, used where close control of temperature and humidity is required.

of production curves are prime factors in making this type of installation desirable.

But, in considering types of air conditioning equipment, it should be constantly borne in mind that the particular requirements of the situation to be met will call for a particular size and type of installation to produce the best results. This means that the highest type of engineering study should be brought to bear on the problem. This service is furnished by the responsible and experienced manufacturers of air conditioning equipment. A second-rate or inefficient air conditioning installation is a waste of money, regardless of price.

#### **Advances in Control Equipment**

Development of air conditioning control equipment has also progressed remarkably in the past few years, so that air conditioning installations are now available where personal supervision of operation is almost eliminated and the proper air conditions are automatically maintained.

In some localities condenser cooling water (or that medium which finally removes the heat from the equipment to the outside) is so high in cost, or so difficult of removal, that the equipment manufacturers have developed a type of apparatus which is a combination condenser and cooling tower. The high efficiency of this new type of equipment has effected substantial savings in operating costs in installations where the water-cost factor presents a problem. The manufacturer's engineer can closely graph the savings which may be made by utilizing this new development, so that the purchaser may see to what extent the inclusion of this equipment is desirable in his new air conditioning installation.

During the past several years, refrigeration machinery has advanced considerably in the development of design and application. Refrigerating units are now available ranging in size from the smallest fractional tonnage type up to as large as 750 tons of refrigeration, air conditioning rating. This tonnage size means that as much heat can be removed in 24 hours as the same number of tons of melting ice, or as much as 9,000,000 B.t.u. can be removed per hour. If one

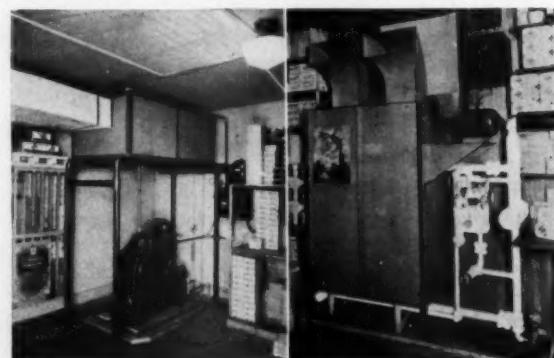
bears in mind that a B.t.u. represents the amount of heat required to raise a pound of water one degree in temperature, the possibilities of a modern air conditioning installation can be more readily realized. The heat is extracted from the space being air conditioned and taken back to the refrigerating machine. The heat is then removed from the refrigerating machine by a modern-type condenser.

#### **Direct Expansion and Brine Cooling Systems**

The user may choose between two types of air conditioning—the direct expansion method or the water or brine cooling system. With the direct expansion system, the refrigerant is expanded directly in the evaporator and the warm, humid air, in passing over the evaporator, is lowered in temperature and the moisture is removed. With the brine or water cooling system, the refrigerant cools either the brine or water and these are then pumped to an air washer or to a set of cooling coils, where the action of the unconditioned air is the same as with the direct expansion.

(Turn to page 49)

**BELOW:** New types of air conditioning units adapted to showrooms and storage rooms of candy wholesalers and manufacturers. Storage room at C. H. Stallman & Son, York, Pa. Equipment includes a 5-H.P. Freon machine. **RIGHT:** Ductless distribution of air is furnished by this vertical type air conditioner in Fralinger's candy storage in Atlantic City, N. J.



# A Timely Analysis of MANUFACTURERS and CONDITIONS

★ By GEORGE H. WILLIAMSON

Past President, National Confectioners Assn.  
President, Williamson Candy Co., Chicago



national association should undertake certain activities to correct these conditions.

These suggestions or complaints afforded me a view of the mental attitude of the industry in general, as these communications were sufficiently numerous to be a broad cross-section. Consideration and analysis have brought me to one or two fundamental conclusions with respect to the industry, its status and the reasons therefor.

## **Confectioners' Problems Like Those of Other Industries But There's an Answer**

Our industry is not in a much different condition than many others which are similar to it, in respect to the *price* of the merchandise it sells, the wide *variety manufactured*, methods of *distribution*, and the *scattered location* of the members. All similar industries are beset with *severe price competition, lack of co-operation* among the members, and the inevitable *suspicion and selfishness* which prevails whenever there is that lack of co-operation and contact.

The answer therefore is obviously that we need *more frequent contacts* between all members of the industry in order to develop *confidence* and eliminate suspicion. The development of the one, and elimination of the other, will naturally increase co-operation and sanity in competition. This will remove the majority of the barriers to organization of the industry. This can be brought about slowly following the present plan of the directors of the association to stimulate the formation of local organizations. These, like the forty-eight states of the Union, can be bound up in one national association for better service and also for co-ordination

★ Based upon his two years of intimate contact with his fellow manufacturers, as head of the association, Mr. Williamson, at our request, gives some straightforward conclusions with respect to "the industry, its status, and the reasons therefor."

of the desires and activities of the local associations.

However, it seems to me that there are certain fundamental differences between the habits and mental attitude of confectionery manufacturers and manufacturers in some of the better regulated industries. For instance, it is almost an axiom that an individual or business institution must have a *definite aim or objective*, upon the accomplishment of which all its policies must be formulated and pursued.

## **Confectioners Lack Long Range View**

The candy manufacturer seems to be more interested in *today's sales and profits* than he is in the *long-range prospect*. He plans for the next season, and occasionally for the season after that, whereas there are successful corporations with very well thought out and well worked out plans for two, three, five and ten years hence, which enable them to hew to the line constantly. To deviate from the policies, the plan requires only enough to meet the temporary emergencies which arise.

The confectioner without a plan lives from day to day and allows himself to be swayed and pushed from side to side by these emergencies, and is apt, at the end of two, three, five or ten years, to have made little, if any, progress.

## **Dislikes Acting on Facts**

Also, it seems to me that the confectioner generally dislikes the labor and mental effort necessary to *secure facts*, and then base his acts and efforts upon the findings to be drawn from these facts. He would rather assume that his general impression is correct, and pick his solution of his problems from his imagination. In today's business, such a haphazard basis for operations

(Turn to page 56)

# STOP THE SQUIRREL CAGE!

N. C. A. PRESIDENT, on the eve of improved business conditions, urges manufacturers to stop the squirrel cage motion of more and more volume and less and less profits.

★ By WILLIAM E. BROCK

President, National Confectioners' Association

GENERAL conditions show a marked improvement compared with 1934. There are signs that indicate 1936 will leave the depression far behind us. Is the candy industry going to prosper along with other industries? The increased volume in sales of candy should entitle the candy manufacturer to profits. So far the majority of candy manufacturers sells products at a loss. If the industry doesn't recognize that conditions have changed and keep in step with improved conditions, it can blame none but itself.

The lack of cooperation prevalent during the past few years has resulted in a loss of millions of dollars. I know of no better way to avoid this than to co-operate, work and pull together through the National Confectioners' Association.

I think we should heed the wise words of Benjamin Franklin who said: "We must all hang together or assuredly we shall all hang separately."

The Association has experienced a spurt of increased activity during the past few months. The officers and directors have endeavored to help the industry. They have given their time and have worked hard to provide the industry with means to better conditions.

I am glad to say that the Board has been receiving considerable encouragement. One of the finest things that has been given the industry is the Yard Stick of Costs. The candy manufacturing industry has long been in dire need of a standard for measuring costs. This is the one way to gain profits.

The N. C. A. will also sponsor the Commodity Group Plan which goes into effect January first. Several other valuable aids to manufacturers such as the Social Security Act Service have been introduced during the past few months.

I have been in business for many years and as I see it, business today, more than ever, demands imagination and common sense. It demands the ability to learn, the willingness to acknowledge mistakes, and the gumption to throw overboard practices that are obstacles to profit.

I trust that we in the candy industry are emerging from the Wilderness. I trust that the squirrel cage motion of *more and more volume and less and less profits* will soon be non-existent in the candy manufacturing industry.

I earnestly urge that we all become *Industry Minded* to the point where business is not conducted on the



basis of prejudice and retaliation. In trying to hurt one individual, we hurt the industry and in so doing, we eventually harm ourselves.

## Campaign of Education on Profit Objective Needed

★ BY H. R. CHAPMAN

Vice-President, National Confectioners Association



EXISTING conditions in our industry are unnecessarily bad due to the indifference of manufacturers toward the idea of making a profit. Any industry that has over half of its membership operating in red ink ought to be ashamed of itself, and that is the situation today. Too many of our factories seem to be satisfied just to make a living out of their operations, whereas it is quite possible to make a living plus a profit.

Costs have got to be made the basis for setting selling prices, a policy which has been in abeyance for the past few years. In determining profit margins, we should aim to secure ten per cent on our selling prices which is not unreasonable or out of line with the record of the past.

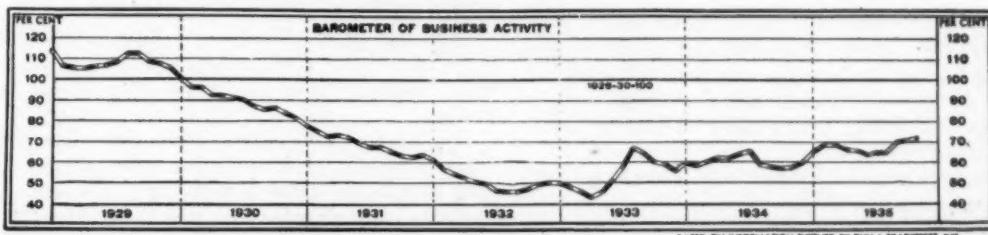
Recently the trouble has been that everyone tries to meet all of the low prices they hear about in all classes of manufacture and this action spreads the loss throughout the industry instead of confining it to the original offender who cannot do all the business even at his low price.

A consistent campaign of education on the profit objective is a much needed measure right now.

## TREND OF BUSINESS SHOWS IMPROVEMENT



This map represents business conditions in every state of the Union as shown in December, 1935, issue of "Nation's Business," official publication of the United States Chamber of Commerce.



## **Start Commodity Group Plan January 1st**

Dun & Bradstreet Confidential Agency

★ BY MAX F. BURGER

Secretary, National Confectioners' Assn.

**B**EGINNING January 1, 1936, Dun & Bradstreet, Inc., as an outside confidential agency, will institute the N. C. A. Group Reporting Plan. Under this plan the country will be divided into six trading areas, previously established by the Board of Directors subsequent to the 52nd Annual Convention (1935).

The group breakdown is expected to include Chocolate Coated Goods; Hard Candy; Suckers; Pan Work (not Chocolate Coated); Gum Work; Caramels; Toffees and Kisses; Lozenges; Coconut Work; Fudge; Creams; Bonbons and Cream Wafers; Marshmallows (white); Miscellaneous.

The information required by Dun & Bradstreet.

Inc., will include the number of units of penny goods and 5c and 10c bars, and the weight and dollar volume of penny goods, 5c and 10c bars, package goods over 10c, and bulk goods for each respective trading area. They will also require the total weight in each respective breakdown and dollar volume for the respective trading areas.

The participating member will receive from Dun & Bradstreet, Inc., reports showing the number of firms reporting in each respective commodity group; the total number of units of penny goods and 5c and 10c bars; the total weight and dollar volume with the correspond-

(Turn to page 43)

# THE DAY'S WORK IN SELLING

★ By CHARLES L. LOW

President, Charles L. Low Sales Service  
Chicago, Illinois

**I**T is so easy for a salesman to slip into habit, and let his judgment go on vacation. Out of most sales forces studied, the larger share of men lean either toward what they call "intensive work with a few dealers" or toward trying to see every dealer in their territory.

## *Don't Be a "Concentrator" Or a Flutter - Budget*

The first is rarely right, the last is nearly always wrong. If a man will plan his work, to cover adequate presentation of all the ideas he needs to use to do a good job with a dealer, he will find that he has been spending too much time, probably, with his preferred accounts. It takes no more time to sell a good dealer, even the best dealer, than to sell a poor one.

As for the flutter-budgets, who try to see forty accounts a day, they rarely accomplish as much as a good mailing. They are usually men who talk about the "law of averages," which is fine for direct mail, but worthless for selling. The chief difference between advertising and personal selling is the ability of the salesman to *pick his buyers, and use his judgment* when he makes a call.

The simple process of planning calls to fit actual needs of selling—giving all dealers just enough time for a full planned presentation—usually cuts the calls of a flutter-budget in half, and doubles those of a "concentrator." As is to be expected, it just about doubles the effectiveness of selling, too, and in a very short time.

## *For Lazy Salesman*

Once a man has learned to work on schedule—plan his calls—write out, study and develop tested presentation ideas, and make them completely automatic, his work becomes far easier. Here's what one salesman has to say about it:

When I was told I could do most of my work in advance of making calls, I thought it the same old dope. But it can be done.

I worked over the development of presentation ideas for almost two months. I arranged every advantage I had, learned just how to present "advantage groupings" to almost any dealer. I developed five distinctly different ways to present our major point—the closing idea.

Today, once I plan my trip, the real work is over. Each day, I simply "deliver" work I've already done. It's tested. It sells.

I look back at the days when I used to sell hit or miss, try to answer the same old objections I got, time after time, with whatever came to hand, and end up tired out with no orders, and wonder why I had the nerve to call myself a salesman. I get twice the business, today, with half the effort.

## ★ BATTER UP!

"THE salesman who lets objections worry him is plainly not up to selling," declares Mr. Low, an authority on practical sales methods. "They should worry him no more than curves worry a batter in baseball. No matter what they are, they are part of the game. And just now, the out-drop which fans most salesmen seems to be price." Mr. Low outlines some valuable aids for the salesman and salesmanager.

One statement here is significant. It brings us to the matter of objections, and the way most salesmen handle them.

## *Don't Meet Objections—Forestall Them*

Most salesmen selling today hear "standard objections" time after time. They will tell you freely, if it were not for these objections, they would make a killing.

Try this test sometime. Some day when your own force is together, ask each man to list his most important objections—those which keep him out of most business. Here's what you will likely find:

As many as twenty or twenty-five objections may be listed by the entire force. Each man's group of four or five will differ somewhat from those of the rest of the force. Which proves the following points:

1. The paramount objection (often price these days) will probably be in every list. It is the dealer's standby, which he uses to try to get goods cheaper, and to keep from being bothered, *so all salesmen get it*. Yet, there are ways to round it, or no one would get orders.

2. The remaining objections may vary so much that a study of the lists will prove that the objections are suggested to dealers by the way the salesman sells. The salesman actually carries his own objections about with him, and offers them, suggestively, to dealers.

One of the most convincing of tests is to take most any product and develop presentations upon it which will bring out any given objection. Thus, a presentation can be built which will entirely obviate a price objection, but will cause buyers to fairly scream about design. Or, the presentation may be so changed that design is easily accepted, but service, demand, or discounts will get the honors.

Don't believe it can't be done. The writer has worked out such presentations, to prove two things to salesmen, time after time, and with varied products. Here are the facts about objections:

1. Few dealers, probably no normal dealer, ever bought anything without offering some objections. They are an entirely natural part of buying, just as growing pains are a part of becoming a man.

2. Above all, objections on price are to be expected. These days, no dealer is going to pay first price, if he can help it. Why should he? His job is to buy as cheaply as he can. But the salesman who lets any objection throw him off his selling, is simply believing in ghosts. No matter how many of the old, antique and time-tried objections any dealer throws in his side of the scale pan, throw more advantages in yours. Keep in mind he is certainly wrong, for you have dealers handling your line, at a profit.

One of the advantages of writing out presentations is their study to eliminate objection "tags." We mean here, statements which give the dealer his cue to bring up his objections. . . .

The salesman who lets objections worry him is plainly not up to selling. They should worry him no more than curves worry a batter, in baseball. No matter what they are, they are part of the game. And just now, the out-drop which fans most salesmen seems to be price.

Practice until it is easy to hit it. No man is ready to go out on the road until he has presentation worked out which completely forestalls every serious objection he needs. As for little objections, let the dealer make them. Here's a secret. Every buyer needs to "talk himself out" over two or three little objections, to prove he is a smart buyer. Let him do it. Encourage him, if it seems advisable. But never let this be a cause of worry.

#### **What We Take Out Tells the Story**

Using the simple tests offered here permits a salesman to judge of his ability very quickly. . . .

It is enormously simple, for a man brings back business these days, just about in proportion to his preparation to go out and get it. What he has in his head tells what he will bring back in the order book. This is not true of easy times, but it is true now, and salesmen are gradually learning it, by hard experience.

Proof of this, and of other points made here, are to be found in one experiment in dealer selling. It is packed with suggestions, both for salesmen and executives on improvement in dealer work.

#### **A Year-Round Sales Convention**

A short time ago, a sales manager who had begun to think of the work of his men in terms of the application of selling forces asked:

"I'm convinced the measure of a salesman's effectiveness with his dealers is his ability to get selling forces applied as you have outlined this. But how can I judge of the ability of a man to do this, when so many other factors are operative in their territories?"

The answer was: "No salesman can leave with his dealers what he doesn't take with him. Ask the men what they plan to leave with the dealers, and how they plan to do it."

Shortly afterward, the sales manager called in one of his men about to set out on the road and asked:

"Legge, what is your first call?"

"Glover's, in Tolono."

"What are you going to do there?"

"I'm going to try to get an order, and a big one. They should need some stock by this time."

The simplest questioning proved that this man had no further thought than to try for an order—a stock order. He had no plans, no suggestions, no helpful ideas for the Glover store, in the movement of this stock. In a word, he was not ready to get anything but an order for needed merchandise. The sales manager asked:

"See here, if Glover's need this goods, why not call them up long distance?"

"Well, don't you think I should put in an appearance? I haven't called on them for more than six weeks."

"What for?"

"Oh, I don't know. Just to see how things are going. Get things all straightened out."

"No, I do not. Report here to my office tomorrow."

That evening a plan was worked out. It was decided to hold a "sales convention" all year long. It's a little plan for better business, from which salesmen and executives can learn much.

#### **Assistant Manager of Sales**

A new job was created. Legge was made "assistant salesmanager" for one week. A desk was pulled up for him, in the sales manager's office, and facing the sales manager.

During that week, Legge got a better picture of his job than he had ever had before in his life. He learned it "inside out."

First, the sales manager talked with him on selling their lines at every opportunity, at lunch, in the evenings, during spare hours in the office. He referred him to a series of bulletins, containing much the same principles to be found here.

They discussed plans and methods of getting retail co-operation upon selling forces. For the first time, Legge began to understand his work was far greater than simply getting orders.

But this was only the beginning. When the correspondence came in, the sales manager would turn "Problem Letters" over to Legge for answer. Did one of Legge's brother salesmen write in wanting to know what to do with a tough situation, Legge was asked to answer.

Strange enough, he did a wonderful job of it. He was a bit strange and shy at first. But he quickly found out he could think, and answer tough sales questions as well as the next one. He learned what many men never seem to learn, that few of us human beings think until some one, or some situation asks us to do it, makes it necessary.

Did a salesman on the road write and ask why the %\$\*#/@\* credit department had turned down Smithers & Son on the big order, Legge was told to investigate. He went right in and talked with the credit man. He found this chap quite human. When he had looked over the credit condition of the Smithers outfit, he sat down and wrote a letter to the salesman turning down the credit risk, himself.

Legge had worked for the company almost three years. At the end of his week in the office, he put it thus:

"Mr. —— (the sales manager), this is the first time I ever knew my work, and it's the first time I ever knew you, and your job. I want to thank you for this chance to see what it's all about. Now, I know what I'm going to do when I get down to Grovers."

#### **The Sales Manager Says:**

"We plan to discontinue entirely our annual sales conventions. Formerly, we had the men all in for three days. We had a 'program.' Everyone was worried, tired, busy, full of jabber, trying to do everything at once. It was bedlam. I never really knew my men at all. They didn't know me."

"Up to date, sixteen men have taken turns at the

(Turn to page 41)

# CANDY CLINIC REVIEW FOR 1935

## Production Trends of the Industry

★ By ERIC LEHMAN

Monthly Clinic Superintendent of  
THE MANUFACTURING CONFECTIONER

**T**HE following is a comprehensive review of the various types of candies examined and discussed in The MANUFACTURING CONFECTIONER's Candy Clinic during the past year. It affords the manufacturers—both the wholesale producers and manufacturing retailers—an excellent opportunity to observe the production trends of the industry, specifically in regard to its major classifications of products.

### Holiday Chocolates Need Improvement

The January Clinic called for Holiday Chocolates. These boxes were priced from \$1.50 to \$3.00 for a five pound box. We find some of the rankest kind of candy in boxes of this type. A number of manufacturers do not reveal their identity on these boxes. They use their address but print some trick name on the box. In many packages the cheapest of coatings are used, and centers are hard or tough and tasteless. Strange as it may seem, we find that the price is no index to quality. The quality many times is a good in the \$1.50 boxes as in the \$2.00 and \$2.50 boxes.

Manufacturers should realize that considerable goodwill can be built up at this time of the year, as most everybody buys candy for home consumption. A number of good manufacturers do recognize this and have put out a number of Holiday boxes over a period of years which have built up large tonnage because the candy is well made, neatly packed, and priced right. Quality is the one factor that will build up sales.

### Hard Candy Flavors Important

Hard Candies, Home Mades and Small packages were examined in the February Clinic. Hard candies have "gone cheap." On one hand, we find pound cellulose bags selling for 15c the pound and, strange to say, the candy is good. Again, we find some priced higher that is not good.

*Good flavors* are most important in hard candies; workmanship is secondary. The stripes and gloss may not be perfect, but if the flavors are good the candy will be consumed. If the flavors are bad, the consumer will not eat it.

Some of the candies that have centers are anything but good. Such centers are tasteless, hard, or tough. A piece of hard candy made right is a better eating piece than one made with a cheap center.

If you are making hard candies use good oils; the price is very little more than cheap oils. A good oil will flavor twice as much candy as a cheap one, and the cost will be the same. If a center is used, cook

★ SELECTIONS of the outstanding manufactured product in each class of candy among those considered in this publication's monthly Clinic during the past year are presented in the Clinic pages following this article. Quality and quantity of the confections, the container, arrangement of packing, and prices were the main points upon which the selections were based. Below is a general review of the candy types considered by the Clinic this year. The Candy Clinic is an exclusive feature of the M. C., and for years its service has been valued highly by the manufacturers.

it soft. Even good centers can be spoiled by cooking too hard. Keep away from perfume flavors—rose, violet, etc. These flavors do not belong in hard candies.

### Home Mades Best for Retailers

Home Mades. This type of business is nothing for a large wholesale manufacturer to handle. It has been tried a number of times, but has not been successful. The candy is too perishable. We find the best Home Mades in the retail candy stores. Drug stores, etc., have tried to handle Home Mades but have not been successful. Prices of Home Mades have come down; 70c and 80c pieces are selling at 50c and 60c.

### Small Package Sales Gain

Small packages are selling better. A few years ago, small packages were very slow sellers. We find some very attractive small packages selling from 15c to 25c. These packages are attractive, neatly put up and in most cases the candy is good. News stands, drug stores, railroad depots, etc., have put the small size package "out front," as they realize these packages are good "pick up" numbers. There is very little profit in small packages for the manufacturer. It is well to bear in mind that small packages are samples of your candy. If they are good, the consumer will look for the same name when buying a larger box of candy.

### \$1.00 Box Chocolates Continue Increase

In the March Clinic we examined Assorted Chocolates priced up to \$1.00 per pound. There has been a decided improvement in the sales of dollar boxes, the past year; although these packages have not completely come back as yet. A dollar box is still the "top." Boxes priced over \$1.00 are very slow sellers.

As to quality, we find the quality in some of the 50c and 60c boxes as good and better than in some of the \$1.00 boxes. The tendency today is to cut down all fancy packing materials, etc., and put everything into the candy. It isn't possible for the manufacturer of many of these cheaper boxes to make a fair profit. Unquestionably, some are sold at a loss. With the increased cost of raw materials, new taxes, etc., it

will be interesting to see what some of these manufacturers are going to do next year.

We find all kinds of coatings on the cheaper chocolates. It appears that many of them are made from cocoa, coconut oil, etc., no chocolate liquor being used. Some light coatings are called Milk but do not taste like Milk. Milk flavors or cultures are being used extensively to give cheap coatings the "so-called" cow taste or flavor. Many of the cheap dark coatings are also flavored with a chocolate imitation extract.

#### **Easter Values Exceed Profits**

Easter candies and Moulded goods were examined in the April Clinic. It is surprising to see the value in some of the Easter novelty boxes. The labor cost on these types of candies is high. Packing is also expensive. We find a decided improvement in jelly beans, marshmallow chicks, eggs, etc.

The prices are about the same, but the quality is better. Chocolate moulded pieces are outstanding for the Easter business, we find some very fine boxes of moulded pieces priced at 5c to 15c, neatly packed in novelty boxes. Quality is not of the best in many boxes, but it is surprising to see what can be done for 5c and 10c in these novelty boxes. The only possible way the manufacturer can make a fair profit is through the enormous tonnage turned out.

Solid chocolate pieces of all kinds are fast replacing candies on the counters in the five cent and ten cent chain stores. Most of these pieces are good eating and are cheaply priced, in fact, cheaper than chocolate coated goods and counter candies.

#### **High Priced Packages Unsatisfactory**

In May we examined \$1.25-\$1.50-\$2.00 assorted box chocolates and solid chocolate bars. These high priced packages are very slow sellers and that is the reason we seldom come across a good one. They remain in the dealers' stores too long and the candy spoils.

It is surprising to see some of these boxes: box top is not the type for a high priced box, packing is not planned well, centers are of the cheaper kind, etc. The consumer who buys a pound of candy at these prices expects to find the very best in candy. In most boxes he is going to be disappointed, because the candy is no better than that found in the 50c and 60c boxes.

In putting up a box at these prices, a very fine box top is necessary; not gaudy but in good taste and attractive. Packing has to be well planned, coating can be either dark or milk or both, centers should be of the highest quality. Fifty to eighty count pieces are best. The centers are lost in real small pieces.

#### **Many Good Eating Solid Chocolate Bars**

It is almost impossible to keep up with the solid chocolate bars. It seems there is a new one every week. Most everybody in the candy and chocolate business is putting out 5c and 10c chocolate bars. With very few exceptions, the bars are good eating and have a good chocolate taste. The weight of most all runs fairly even. We find a large 5c chocolate bar now and then, but the quality is poor. The half pound bars are cheaply priced at 15c to 20c and in most all the quality is good.

#### **Marshmallow Business Better**

The July Clinic called for Marshmallows, Fudge and Caramels. The marshmallow business has been better the past year. About three years ago, almost every candy manufacturer put out a few packages of marshmallows; the market was "flooded" with them. The transparent bag was the factor at that time. Then the price cutting started, and that settled the marshmallow business for awhile. We find some very good marshmallows as low as 14c the pound. The profit for the manufacturer, no doubt, is small. The moisture-proof cellulose bag or wrapper is regarded by many as the best way to put out a package of marshmallows.

Some of the marshmallows examined were tasteless. It is necessary to have a good strong flavor when marshmallows are manufactured, because it will leave the marshmallows very quickly. It is also necessary to have the proper machinery and conditions to make good undipped marshmallows.

#### **Fudge and Caramels Still Abused**

Fudge is one of the most abused pieces of candy. Some manufacturers think it is necessary to put scrap in fudge. This is one piece of candy in which scrap should never be used. At the price of milk products today, a good fudge bar can be made to retail at 5c. A good coconut oil will help to keep the fudge soft and will not get rancid. If milk powders are used, be sure to soak the powder long enough. Unless powders are completely melted, your fudge will be tough and gritty. Liquor chocolate will give fudge a better chocolate flavor than the best cocoa powder.

Caramels are almost as bad as fudge when it comes to using scrap; mostly in the chocolate caramels. Many of the cheaper caramels are tough and hard. We find some that eat like a taffy. In fact, I do not think that some of these so-called caramels ever had a drop of butter or milk product in them. We find some caramels flavored with butter flavor. While this flavor fits into a toffee, it does not taste good in a caramel. I don't think that the consumer is looking for a butter flavor in caramels. The smallest amount of butter or milk product will give a good caramel taste if the piece is not cooked too hard.

#### **Summer Goods Hold Opportunity**

In August, we examined Summer Candies and Summer Packages. Many manufacturers are passing up some added business by not putting out a Summer package. A package of this kind has to be carefully planned as to the kinds of candy used, also type of box. Pieces want to be crystallized or wrapped in moisture-proof cellulose. Pan work pieces are good for a box of this kind. Some of the assortments, we found, had some good pieces that "stand up," and pieces that do not "stand up." The bad pieces give the box a black eye.

We find some good jellies and gums in 5c packages. There has been a decided improvement in this type of goods the past few years. We can give Pectin credit for this. Flavors also have improved in jelly and gum goods.

We also found a number of "Ice" coated bars and a few small pieces. An "Ice" coating is good if it

---

## Summary of Actual Costs Based on New Yardstick

As Submitted by Firms to the N. C. A.

### Jelly Eggs

Style and weight of package: 30-40 lb. cartons.	
Raw materials .....	\$4.404
Labor of manufacturing.....	.64
Packaging .....	.229
Labor of packaging.....	.124
Prime cost .....	\$5.397
Manufacturing expenses .....	.67
Selling expense .....	1.075
Administrative expense .....	.809
Total miscellaneous expenses.....	\$2.554
Prime cost (see above).....	5.397
Total cost of 100 lbs. sold and paid for.....	\$7.951

### Marshmallow Eggs

Style and weight of package: 30 lb. cartons.	
Raw materials .....	\$5.166
Labor of manufacturing.....	.696
Packaging .....	.284
Labor of packing .....	.118
Prime cost .....	\$6.264
Manufacturing expenses .....	.758
Selling expense .....	1.29
Administrative expense .....	.908
Total miscellaneous expenses.....	\$2.956
Prime cost (see above).....	6.264
Total cost of 100 lbs. sold and paid for.....	\$9.220

does not contain too much grease or a cheap grease. Some of these coatings are very undesirable.

### Many Bars Need Improvement

The September Clinic called for Bar Goods, 5c Numbers and Penny Pieces. We found that the quality of most bars is not up to standard. The light coatings on a number of the bars was rank tasting—the cheapest kind of coating. The centers were good in some bars, but where the cheap light coating is used, it spoils the entire bar. Bars have remained about the same weight. We heard that one large bar house was bringing out a line of 4-ounce 5c bars. With the increased cost of raw materials, taxes, etc., this will not last long.

The 5c packages of jellies and gum drops are getting popular. There has been a decided improvement in the quality of this type of candy. Again we refer to flavors, which are very important in jellies and gum drops. It is best to use a good oil for gums and jellies. It will remain in the piece a long time, regardless of whether the piece is crystallized or sugared.

### Penny Pieces Good

We find some outstanding numbers in the penny pieces. There has been a decided change in penny pieces the past few years. In general, the quality is good. Most all are wrapped either in Cellophane, paper, or foil. Pieces are neatly wrapped and are attractive looking. Licorice pieces have been greatly improved, as many formerly were tough, hard, and had very little flavor or a bad flavor. Today we find some fine eating licorice pieces that have a good licorice taste.

### Toffee Popularity in Danger

Chewy Candies and Salted Nuts were called for in the October Clinic. There is a wide variety of chewy candies on the market. The 5c toffee and butter-scotch packages are very popular. The quality in most all is good. The wrapping of pieces and packing are very neat and attractive.

When the rum and butter toffees first came out, the flavors were either too strong or the flavor did not stand up. This year there is a marked improvement in toffee flavors. A cheap butter or rum and butter flavor will spoil the best toffee made. The fast wrapping machines have made it possible to bring the price of toffees down.

As with many other good eating pieces, this piece is being "killed." A number of cheap houses are making a very cheap piece of toffee and wrapping it to look the same as the quality toffees.

### Salted Nuts Coming Back

Salted nuts are slowly "coming back." The better class of drug and retail candy stores have a good bulk display. The boxed salted nuts are still very slow sellers at a dollar or more per pound. We find some very good salted nuts in Cellophane bags priced at 5c and 10c. Salted peanuts in bags are still one of the best 5c sellers.

### Price Hurts Pan Work and Cordial Cherries

In November we analyzed Pan Goods and Cordial Cherries. We find some 5c packages of pan goods, the high grade pan goods have almost disappeared. Most of the good pan goods houses have closed their doors, as they could not compete with the cheap pan goods on the market.

Jelly beans of today are a great improvement over the old tough jelly beans that were made some years ago. The panning has also been improved. Chocolate raisins and nuts are still good sellers in the chain stores.

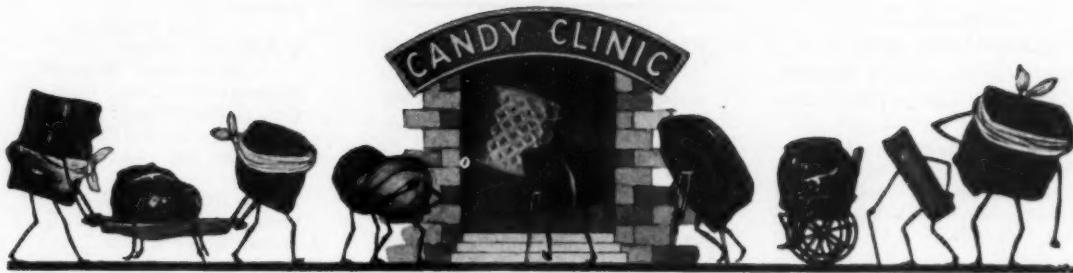
Cordial cherries have not improved and, we may say, neither has the price. The 29c a pound cherries are a poor eating piece of candy. Very poor coating, hard and tasteless cherries. If made right, however, this can be a good eating piece of candy.

We find some very fine cordial cherries priced at 60c the pound.

### What Will Next Year Bring?

The past year a number of manufacturers have closed their doors. Some good houses could not stand the pressure of cut prices and candy sold at a loss.

(Turn to page 41)



## THE INDUSTRY'S CANDY CLINIC

### HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

### 1935 Candy Clinic Selections

#### Code 1K 35

(JANUARY, 1935)

##### Christmas Chocolates—2 lbs.—\$1

(Purchased at a department store, Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Extension bottom, buff, printed in green and pink, tied with Cellophane ribbon. Gold cutout Christmas seal, Cellophane wrapper.

**Appearance of Box on Opening:** Good.

**Coatings:** Light and dark chocolate.

**Colors:** Good.

**Gloss:** Fair.

**Strings:** Good.

**Taste:** Good.

##### Dark Chocolate Coated Centers—

**Black Walnut and Cream:** Good.

**Vanilla Cream:** Good.

**Raisin and Cream:** Good.

**Almond:** Good.

**Molasses Chip:** Good.

**Chew:** No flavor.

**Lemon Cream:** Fair, slightly off taste.

**Pineapple Core:** Good.

**Maple Cream:** Poor flavor.

**Orange Cream:** Fair.

**Vanilla Coconut Paste:** Good.

**White Cream:** Could not make out flavor.

**Vanilla Cream and Caramel:** Good.

**Brazil:** Good.

**Walnut:** Good.

**Bittersweet Vanilla Cream:** Good.

**Date:** Good.

##### Light Chocolate Coated Centers—

**Almond:** Good.

**Walnut:** Good.

**Coconut Paste:** Good.

**Chew:** No flavor.

**Cherry Cream:** Poor flavor.

**Vanilla Caramel:** Good.

**Maple Walnut Cream:** Fair.

**Raspberry Cream:** Poor flavor.

**Caramel and Cream:** Good.

**Vanilla Cream:** Good.

**Filbert Cluster:** Good.

**Lemon Cream:** Slightly off taste.

**Brazil:** Good.

**Date:** Good.

**Molasses Chip:** Good.

**Molasses Ting Ling:** Good.

**Pecan Cluster:** Good.

##### Crystallized Bonbons—

**Color:** Good.

**Texture:** Good.

**Flavors:** Good.

**Centers:** Good.

**Crystal:** Good.

##### Assortment: Good.

**Remarks:** These chocolates are one of the best in this price class examined by the Clinic this year. Box was neatly packed and well finished up. Suggest some of the flavors be checked up as they are not up to standard. Manufacturing was good and coatings were good for this priced goods.

**Review:** There is a tendency of some manufacturers to put out a five-pound box of chocolates at the lowest price. No thought is given to the quality of the candy. Price and quantity are all that they consider. We find a large number of these five-pound boxes that are poor in quality.

The above chocolates were priced at 50c the pound and were

good eating. This house will build up good-will with this package. The consumer would sooner have two pounds of good candy than five pounds of candy that isn't fit to eat.

#### Code 1I 35

(JANUARY, 1935)

##### Christmas Canes—2 Pieces—10c

(Purchased at a chain store, Chicago, Ill.)

**Appearance of Novelty:** Good. Two canes wrapped in Cellophane, inserted into a cardboard sleigh.

##### Canes—

**Size:** Good.

**Color:** Good.

**Stripes:** Good.

**Flavor:** Good.

**Remarks:** This is a good looking novelty package and the idea is very good. Canes were well made and made an attractive looking novelty. This package ought to be a good seller.

**Review:** This was a different Christmas novelty box and cheaply-priced at 10c. Package was attractive, had size, and the candy was of good quality, well made. As a rule, a cheap novelty package contains candy that isn't palatable to eat. Frequently, everything is put into the container and nothing is left for the candy, but this was an exception.

## Code 2B 35

(FEBRUARY, 1935)

**Chocolate Chips—1 3/10 oz.—5c**  
(Purchased at a candy stand, New York City.)

**Appearance of Package:** Good.  
**Box:** Folding, Cellophane window.  
Piece is made up in a small piece of nut chip dipped in chocolate and rolled in nut dust.

**Coating:** Good.  
**Center:** Good.  
**Remarks:** This is a good eating piece, neatly put up and different from the regular 5c package of candy.

**Review:** This box of chocolate chips was outstanding for a 5c package because the container was different, attractive, and of good appearance. Candy was exceptionally good.

## Code 2E 35

(FEBRUARY, 1935)

**Assorted Hard Candies—1 lb.—15c**  
(Purchased in a drug store, Chicago, Ill.)

**Appearance of Package:** Good. Duplex moisture proof Cellophane bag, tied with red, white and blue grass ribbon. Red seal.  
**Colors:** Good.  
**Gloss:** Good.  
**Stripes:** Good.  
**Flavors:** Good.  
**Centers:** All solid.

**Remarks:** This is a good looking one-pound package of hard candy and well made. One of the best the Clinic has examined this year.

**Review:** We find many packages of hard candies priced at 10c, 15c, and 25c, but seldom do we find one as good as the above. While the assortment did not contain any filled centers, the workmanship, flavors and condition of the candy was very good.

## Code 2J 35

(FEBRUARY, 1935)

**Stick Candy—12 pieces—9c**  
(Purchased in a department store, Chicago, Ill.)

**Appearance of Sticks:** Good. Moisture proof Cellophane wrappers, no printing. Sticks about five inches long.  
**Colors:** Good.  
**Stripes:** Good.  
**Gloss:** Good.  
**Flavors:** Good.  
**Remarks:** These are well made sticks and are cheaply priced at 9c the dozen.

**Review:** The above package of sticks was attractive and well packed. The workmanship and flavors were of the best. As a rule, cheap hard candy is poorly made and lacks flavor.

**DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.**

**Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.**  
—Editor.

## Code 2M 35

(FEBRUARY, 1935)

**Assorted Home Made Candies—12 oz.—50c**

(Purchased in a retail store, San Francisco, Calif.)

**Appearance of Package:** Good.  
**Box:** One layer, scene of a house on buff printed in pink, green and black. Cellophane wrapper.

**Appearance of Box on Opening:** Good.  
**Milk Chocolate Pieces—**

**Coating:** Fair.  
**Centers—**

**Molasses Sponge:** Good.  
**Maple Walnut Cream:** Good.  
**Plain Maple Cream:** Good.

**Dark Coating:** Fair.

**Centers—**

**Caramallow:** Good.  
(Cellophane Wrapped)

**Vanilla Nut Nougat:** Good.  
**Strawberry Caramel and Nougat:** Good.

**Vanilla Caramel and Pistachio Nougat:** Good.

**Pink Fruit Nougat:** Good.  
**Chocolate Caramel and Pistachio Nougat:** Good.

**Coffee Caramel:** Good.  
**Vanilla Caramel and Maple Nut:** Good.

**Vanilla Caramel and Marshmallow Kiss:** Good.

**Fruit Nougat:** Good.  
**Chocolate Caramel, Vanilla and Strawberry Nougat:** Good.

**Brazil Taffy:** Good.

**Almond Taffy:** Good.  
(Foil Wrapped)

**Vanilla Nut Nougat:** Good.  
(Wax Paper Wrapped)

**Molasses Nut Chew:** Good.  
**Orange Fruit Chew:** Good.

**Strawberry Fruit Chew:** Good.  
**Pistachio and Chocolate Caramel Chew:** Good.

**Lemon Nut Chew:** Good.  
**Fruit Jelly and Almonds:** Good.

**Assortment:** Very Good.

**Remarks:** This is one of the best Home Made assortments that the Clinic has examined this year and box is cheaply priced at 50c for 12 ozs. The candy was well made, had good flavors and was neatly put up.

**Review:** The above box of Home Mades outstanding. Seldom do you find a good box of Home Mades, either the packing is badly done or the candy is old and not good eating. The assortment of this box was very good, packing was well done and the candy was well made.

## Code 2Q 35

(FEBRUARY, 1935)

**Assorted Chocolates—3 oz.—15c**  
(Purchased in a railroad depot, Boston, Mass.)

**Appearance of Package:** Good.  
**Box:** One layer, gray colored top printed in red, blue and gold; two gold seals.

**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 8.

**Dark Coating—**

**Color:** Good.  
**Gloss:** Good.  
**Strings:** Good.  
**Taste:** Good.

**Centers—**

**Nougats:** Good.  
**Chocolate Caramel:** Good.  
**Brazil Nut:** Good.  
**Raspberry Cream:** Good.  
**Maple Cream:** Good.  
**Molasses Plantation:** Good.  
**Marshmallow Jelly:** Good.  
**Peppermint Cream:** Good.

**Remarks:** The quality of the candy is very good. One of the best small packages examined by the Clinic this year at the price of 15c. Very little profit if any can be made on a package of this kind.

**Review:** The above small package of chocolates was attractive looking, well put up and the candy was of good quality. Considerable good-will can be built up with good small package.

## Code 2S 35

(FEBRUARY, 1935)

**Chocolate Tablets—4 oz.—25c**  
(Purchased in a drug store, New York City.)

**Appearance of Package:** Good.  
**Box:** Hinged back, red, gold and

white: A neat and individual looking box for 25c.

**Appearance of Box on Opening:** Good.  
**Number of Tablets:** 12, each wrapped in foil and a printed buff band. There were four different kinds.

**Noisette Chocolate—**

**Color:** Good.  
**Gloss:** Good.  
**Taste:** Good.

**Sweet Vanilla Chocolate—**

**Color:** Good.  
**Gloss:** Good.  
**Taste:** Good.

**Bitter Sweet Chocolate—**

**Color:** Good.  
**Gloss:** Good.  
**Taste:** Good.

**Coffee Chocolate—**

**Color:** Good.  
**Gloss:** Good.  
**Taste:** Good.

**Remarks:** All flavors were very good eating chocolate. Had a good chocolate taste, well refined and good texture. This is one of the best eating chocolate tablets the Clinic has examined for some time.

**Review:** The above package of chocolate tablets was different. Package was well made, attractive looking and made a good appearance for a 25c package. The chocolate was of good quality, workmanship was of the best.

**Code 3F 35**

(MARCH, 1935)

**Assorted Chocolates—1 lb.—59c**  
(Purchased in a general store, New York City.)

**Appearance of Package:** Good.

**Box:** Round tin, colored blue and silver, square silver board container, open face, Cellophane wrapper, silver and blue end seals. Neat and attractive looking for this price.

**Number of Pieces:** 77.

**Appearance of Box on Opening:** Good.

**Chocolate Coating—**

**Color:** Dark; good.  
**Gloss:** Good.  
**Strings:** Good.  
**Taste:** Good.

**Centers—**

**Coffee Creams:** Good.

**Date:** Good.

**Chocolate Cream:** Good.

**Pistachio Nougat:** Good.

**Pink Nougat:** Could not taste any flavor.

**Molasses Plantation:** Good.

**Raspberry Jelly:** Lacked flavor.

**Yellow Jelly:** Could not tell what flavor it was.

**Taffy:** Fair.

**Vanilla Caramel:** Fair.

**Marshmallow Jelly:** Fair.

**Brazil:** Good.

**Molasses Chew:** Good.

**Filbert:** Good.

**Coconut Taffy:** Good.

**Raisins:** Good.

**Ginger:** Good.

**Lemon Cream:** Good.

**Vanilla Coconut Paste:** Good.

**Peanut Glacé:** Good.

**Raisin Cluster:** Good.  
**Coconut Cluster:** Good.  
**Molasses Chip:** Good.  
**Glacé Cherry:** Good.  
**Half-dipped Brazil:** Good.

**Assortment:** Good.

**Remarks:** When this box and candy are figured for cost, it doesn't seem possible that a profit can be made at the retail price of 59c the pound by the manufacturer. It is boxes of this type that spoil the market for the manufacturer who is turning out candy at a fair profit. Candy is of fair quality; some of the pieces lacked flavor. Box was packed neatly and package looked like a \$1 package.

**Review:** This box was outstanding in the 50c and 60c class. Of course, we all have our own way of figuring costs, but this box cannot be put out at a fair profit for the manufacturer. As a rule, a round tin box with this quality of candy sells at \$1.00. The assortment is superior to many of the \$1.00 boxes of chocolates.

**Code 3N 35**

(MARCH, 1935)

**Assorted Chocolates—1 lb.—29c**

(Purchased in a chain grocery store, Boston, Mass.)

**Appearance of Package:** Good for this priced package.

**Box:** Two-layer, full telescope, color blue, gold and white, Cellophane wrapper. False bottom box.

**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 36.

**Chocolate Coating—**

**Color:** Dark; good.  
**Gloss:** Good.  
**Strings:** Good.  
**Taste:** Good for this priced candy.

**Centers—**

**Butterscotch:** Fair.

**Vanilla Cream:** Good.

**Nut Taffy:** Good.

**Coconut Taffy:** Good.

**Nut Nougat:** Good.

**Chocolate Nut Caramel:** Good.

**Coconut Cream:** Good.

**Fig Jelly:** Good.

**Molasses Plantation:** Good.

**Chocolate Cream:** Fair.

**Orange Cream:** Good.

**Fudge and Marshmallow:** Fair.

**Vanilla Caramel:** Good.

**Raspberry Cream:** Cream good, flavor poor.

**Maple Walnut Cream:** Good.

**Mint Jelly and Cream:** Good.

**Assortment:** Good.

**Remarks:** This is the best 29c box of chocolates the Clinic has examined this year. With the exceptions of a few pieces, the quality is very good for this priced candy. Box was neatly packed. Suggest box be made the right height and the false bottom be left out. A false bottom is deceiving and the consumer does not like to be fooled.

**Review:** This box of 29c chocolates was considered the best in its class because it was well planned, well packed and the chocolates were good. Of course, using a false bottom in a box is not "good business." This is done to give the box size, and it isn't necessary. Good candy fairly priced will sell without a false bottom. After all, the consumer feels he is cheated if he finds a false bottom in a box of candy.

**Code 4B 35**

(APRIL, 1935)

**Chocolate Cream Egg—2 oz.—5c**  
(Purchased in a grocery store, San Francisco, Calif.)

**Appearance of Egg:** Good. Printed foil wrapper.

**Size of Egg:** Good.

**Coating:** Light.

**Color:** Good.

**Gloss:** Fair.

**Taste:** Fair.

**Center:** Vanilla cream.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is a good size and good eating egg for 5c.

**Review:** These cream eggs were of very good quality, had an attractive foil wrapper. These eggs were outstanding and we seldom find as good quality in this priced candy.

**Code 4D 35**

(APRIL, 1935)

**Chocolate Bars—About 1 oz.—1c**  
(Purchased at chain store, Chicago, Ill.)

**Appearance of Bars:** Good.

**Size:** Good. Top of bar had a train and auto impression on them.

**Chocolate:** Dark.

**Gloss:** Good.

**Moulding:** Good.

**Taste:** Good.

**Center:** Chocolate cream.

**Texture:** Good.

**Taste:** Good.

**Remarks:** Bars are good looking and good eating for a 1c piece.

**Review:** This one-cent piece was of exceptionally good quality, well made and neatly put up. This is an outstanding one-cent piece, seldom do we come across an outstanding chocolate penny piece of this kind.

**Code 4F 35**

(APRIL, 1935)

**Rabbit Nest—27c**  
(Purchased in a retail candy store, Boston, Mass.)

**Appearance of Package:** Good.

**Box:** Telescope. Easter scenes, colors white, green, yellow and purple.

**Appearance of Box on Opening:** Good.

**Contents:** 3 large light chocolate rabbits, 2 chicks, 4½ marshmallow eggs,

foil wrappers, 1 bag jelly beans, 1 cotton chick.

**Chocolate Rabbits:** Light chocolate.

**Color:** Good.

**Gloss:** Fair.

**Moulding:** Good.

**Taste:** Fair.

**Marshmallow Eggs:** Good.

**Chocolate Cream Chicks:** Good.

**Jelly Beans:** Good.

**Assortment:** Good.

**Remarks:** This is a good looking Easter novelty package and cheaply priced at 27c. Package is of good size and well packed. Very little profit can be made by the manufacturer on a package of this kind at 27c retail.

**Review:** This novelty box is outstanding and cheaply priced. Neatly packed and the candy was of good quality. Packages of this type are very popular around Easter. No doubt, this package was a good seller at 27c.

### Code 4P 35

(APRIL, 1935)

**Assorted Chocolate Eggs—5 pieces  
—5c**

(Purchased at a chain store, Chicago, Ill.)

**Appearance of Package:** Good for this priced candy.

**Box:** Open face, colored in green and lavender. Five sections, one egg in each section. Colored foils, transparent cellulose wrapper.

**Chocolate Coating:** Dark.

**Color:** Good.

**Gloss:** Fair.

**Taste:** Fair.

**Center:** Vanilla coconut cream.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best 5c Easter novelty packages the Clinic has examined this year. The profit on a package of this type is very small if any.

**Review:** This package was well put up and very attractive looking. We find a number of this type of novelty boxes on the market and very few contain good eating candy. The quality of these chocolate eggs is exceptionally good at this price.

### Code 5G 35

(MAY, 1935)

**Milk Chocolate Bar—1 1/4 oz.—  
3 for 10c**

(Purchased in a cigar store, Chicago, Ill.)

**Appearance of Bar:** Good; wrapped in foil, with printed transparent glassine band.

**Size:** Good.

**Color:** Good.

**Gloss:** Good.

**Texture:** Good.

**Taste:** Good.

**Moulding:** Good.

**Remarks:** This is one of the best milk chocolate bars examined by the Clinic this year.

**Review:** These chocolate bars were very fine eating. Quality was very good for this priced chocolate bar. We examined some very fine chocolate bars but this sample was outstanding for quality.

### Code 5O 35

(MAY, 1935)

**Chocolate Covered Peanut Bar—**

**1 1/4 oz.—5c**

(Purchased in a railroad depot, Boston, Mass.)

**Appearance of Bar:** Good. Printed foil wrapper.

**Size:** Good.

**Coating:** Light.

**Center:** Peanut taffy.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best chocolate coated peanut taffy bars that the Clinic has examined for some time.

**Review:** This bar was very well made and good eating. Bar was of good size and quality. A number of peanut bars have a strong taste. This is caused by the peanuts being old or not roasted enough. Peanuts were well roasted and taffy was cooked right.

### Code 6A 35

**Assorted Chocolates—1 lb.—\$1.00**

(Sent in for analysis—No. 4182-35)

**Appearance of Package:** Good.

**Box:** Two-layer, extension type, white linen embossed in gold, black and red, neat looking transparent cellulose wrapper.

**Appearance of Box on Opening:** Good. Linen transparent liner, seal.

**Number of Pieces:** 20 dark, 38 light.

**Dark and Light Coatings—**

**Colors:** Good.

**Gloss:** Good.

**Strings:** Fair.

**Taste:** Good.

**Dark Coated Centers—**

**Cordial Cherry:** Good.

**Pineapple Cordial:** Good.

**Strawberry Cordial:** Good.

**Butter Cream:** Good.

**Vanilla Marshmallow:** Good.

**Vanilla Caramel:** Good.

**Coffee Cream:** Good.

**Nut Nougat:** Good.

**Nut Crunch:** Good.

**Light Coated Centers—**

**Vanilla Marshmallow:** Good.

**Filbert:** Good.

**Almond:** Good.

**Date Paste:** Good.

**Chocolate Nut Cream:** Good.

**Nut Butter Cream:** Good.

**Pecans:** Good.

**Chocolate Paste:** Good.

**Nut Nougat:** Good.

**Brazils:** Good.

**Butter Cream:** Good.

**Filbert Cluster:** Good.

**Vanilla Caramel:** Good.

**Assortment:** Good.

**Remarks:** This is one of the best \$1.00 boxes that the Clinic has examined for some time. The box was neatly packed and finished up. Suggest a heavy board be used for the divider as it had lost its shape. Suggest strings be more attractive as they were very plain for a \$1.00 assortment. Box is a trifle large, also a little too high, bottom layer looked empty.

**Review:** The above box of chocolates was late in coming in for the May Clinic, so was held over for this issue. This box is superior to any of the boxes priced over a dollar. One of the best boxes that the Clinic has examined for some time. Quality of the chocolates was of the best. Box is well planned and workmanship is of the best.

### Code 6I 35

(JULY, 1935)

**Neapolitan Squares—1/2 lb.—10c—**

**Sold in Bulk**

(Purchased in a chain store, New York City.)

**Appearance of Pieces:** Good. This piece is a nougat of different colors rolled in white coconut.

**Colors:** Good.

**Coconut:** Good.

**Nougats:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best eating pieces the Clinic has examined for some time that was purchased in a chain store. Candy is good eating and has a good taste. Cheaply priced at 20c the pound.

**Review:** This nougat piece is different from the everyday nougat pieces. Nougat was well made, had a good taste and made an attractive appearance. The coconut had a good taste. Many coconut pieces have a rancid taste. We find many nougat pieces that eat like a piece of salt water taffy. This piece is a well made nougat and is cheaply priced at 20c the pound.

### Code 6L 35

(JULY, 1935)

**Marshmallows—1 lb.—14c**

(Purchased in a drug store, San Francisco, Calif.)

**Appearance of Package:** Good. Cellophane bag. Name printed in red, sealed with red and silver seal.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating marsh-

These Delicious New Exchange Citrus Pectin Pieces Add Color and Variety to Your Fancy Packs—Bring Costs Down!



## The New "Best Seller" In Your Finest Assortments

FEATURE these new candies in your finest assortments. Their quality fits them for any company—their cost gives you a fine profit. Their attractive color, tender consistency and delicious taste make them sell and repeat anywhere.

The brilliant colors and tart, tangy taste of Exchange Citrus Pectin Jelly Pieces add new eye-and-taste-appeal to the finest assortments. And at the same time a liberal use of these pieces in their many attractive combinations brings your costs down, for Exchange Citrus Pectin Candies are inexpensive, easy to make and add dignity to any assortment. They require no dry room and no new equipment. They can be removed from starch molds and packed within 24 hours.

Make them up iced, sanded, crystallized, or chocolate coated. Use in combination with fruits, nut meats, nougat or marshmallow.

**Exchange Citrus Pectin gives you these 7 advantages in your Jelly Goods:**

1. Clearer, more sparkling
2. Truer to taste
3. More natural
4. More refreshing
5. More tender
6. FRESHER—longer  
AND
7. No need for Dry Room.

Average your costs down—and your profits up—by featuring Exchange Citrus Pectin confections. Send coupon NOW for trial order. Formulas and full instructions with every order. MAIL TODAY.

### Send for these Formulas

1. Three Layer Cut Jelly.
2. Crystallized Fruit Flavored Pectin Jelly.
3. Novelty Orange Slice in 3 Colors.
4. Pectin Jelly Ring.
5. Chocolate Coated Pectin Jelly.



CITRUS PECTIN  
for  
CONFECTIONERS

California Fruit Growers Exchange  
Products Department, Sec. 212,  
Ontario, California.

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

Company .....

Street .....

City .....

Mark for attention of .....

mallow and cheaply priced at 14c the pound.

**Review:** These marshmallows were well made and were in fine condition. Marshmallows were tender and had a good flavor. Seldom do we find good marshmallows at this price. Package was well sealed and made a good appearance.

### Code 6P 35 (JULY, 1935)

**Almond Caramels—2 oz.—5c**  
(Purchased at a candy stand, New York City.)

**Appearance of Package:** Good. Printed gold and black transparent wrapper. Caramels wrapped in wax paper.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best 5c caramel packages examined by the Clinic this year.

**Review:** The above caramels were good eating and had a real caramel taste. Pieces are well made and neatly put up. The texture of most caramels at this price is very tough. They are cooked hard to make them stand up. The raw materials used in these caramels were of the best.

### Code 6U 35 (JULY, 1935)

**Sugared Assorted Marshmallows— $\frac{1}{2}$  oz.—10c**

(Sent in for analysis—No. 4187-35)

**Appearance of Package:** Good.

**Size:** Good.

Marshmallows are made with two colors, in layers, rolled in fine sugar.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** These are good eating marshmallows. Something different looking in marshmallows. An attractive looking marshmallow package.

**Review:** These marshmallows were different than the general run of marshmallows. They made a good appearance and the texture and flavor were good. Workmanship was of the best.

### Code 6ee 35 (JULY, 1935)

**Chocolate Fudge Bar— $\frac{1}{2}$  oz.—5c**  
(Sent in for analysis—No. 4183-35)

**Appearance of Bar:** Good. Printed foil wrapper.

**Size:** Good.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best chocolate fudge bars examined by the Clinic this year. Most chocolate fudge bars have a scrap taste.

**Review:** We find many fudge

bars well packed and with attractive wrappers, but the fudge is not good. This fudge was made of good raw materials, had a good taste and was in good condition. Neat and attractive looking wrapper.

### Code 8A 35 (AUGUST, 1935)

**Assorted Butterscotch—2 oz.—5c**  
(Purchased at a candy stand, Boston, Mass.)

**Appearance of Package:** Good; 8 pieces of butterscotch wrapped like caramels in a boat, cellulose wrapper, red and white seal.

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is one of the best 5c butterscotch packages the Clinic has examined this year; well made and of a good butterscotch taste.

**Review:** This butterscotch was outstanding because it had a real butter taste. Was good eating and neatly packed. Many pieces of this kind have a strong salt or butter flavor and do not taste good.

### Code 8B 35 (AUGUST, 1935)

**Assorted Cream Wafers—2 oz.—5c**  
(Purchased at a candy stand, Boston, Mass.)

**Appearance of Package:** Good; 10 crystallized cream wafers in a tray, printed cellulose wrapper.

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Crystal:** Good.

**Remarks:** This is a good 5c crystallized cream wafer package.

**Review:** Seldom do we come across a good crystallized cream package. Most creams are hard, dry and poor eating. These were well made, had a good flavor, and were neatly packed. The workmanship was of the best.

### Code 8J 35 (AUGUST, 1935)

**Assorted Gums and Jellies— $\frac{1}{2}$  oz.—30c**  
(Purchased in a confectionery store, San Francisco, Calif.)

**Appearance of Package:** Good.

**Box:** One-layer, white, printed in gold and blue.

**Appearance of Box on Opening:** Good.

**French Gums—**

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Finish:** Good.

**Jelly Beans—**

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Panning:** Good.

**Center:** Good.

**Marshmallow Jellies—**

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Crystal:** Good.

**Jelly Center Gum Drops—**

**Colors:** Good.

**Texture:** Good.

**Flavor:** Good.

**Crystal:** Good.

**Center:** Good.

**Assorted Strings—**

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Crystal:** Fair.

**Spiced Drops—**

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Crystal:** Fair.

**Gum Drops—**

**Colors:** Good.

**Flavor:** Good.

**Crystal:** Good.

**Assortment:** Good.

**Review:** For an assorted gum package, this package is outstanding. The crystal on the strings and spiced drops were not bad, balance of pieces were very good. The flavors and texture were good. Well packed and attractive looking box. Box is cheaply priced at 30c for 10 ozs.

### Code 9C 35 (SEPTEMBER, 1935)

**Milk Chocolate Peanut Bar— $\frac{1}{2}$  oz.—1c**

(Purchased in a candy store, Boston, Mass.)

**Appearance of Bar:** Good. White inside wrapper, outside wrapper printed.

**Size:** Good.

**Chocolate:** Good.

**Peanuts:** Good.

**Taste:** Good.

**Remarks:** This is the best 1c chocolate bar examined by the Clinic this year. Well made and neatly put up.

**Review:** This piece is outstanding for a 1c seller. Had a good milk taste, peanuts were well roasted. Well made for a 1c seller.

### Code 9F 35 (SEPTEMBER, 1935)

**Assorted Jellies— $\frac{1}{2}$  oz.—5c**

(Purchased at a candy stand, Brooklyn, N. Y.)

**Appearance of Package:** Good. Printed boat, transparent cellulose wrapper.

**Size:** Good.

**Colors:** Good.

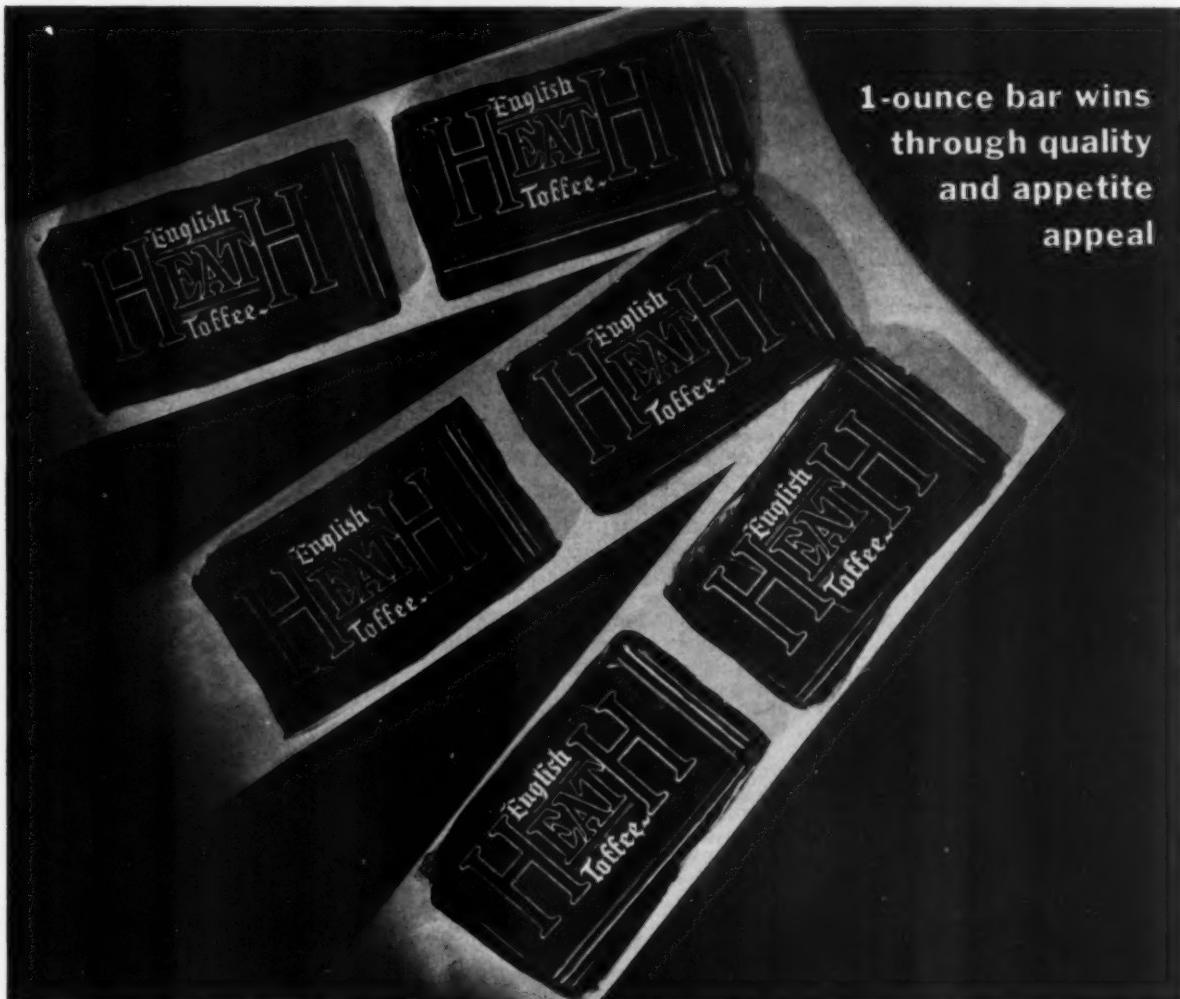
**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is a good size package. The jellies are good eating. The flavors are some of the best that the Clinic has found in gumdrops or jellies this year.

**Review:** Jellies were well made, package was well put up and

# INSTANT POPULARITY— *in a crowded 5¢ market*



1-ounce bar wins  
through quality  
and appetite  
appeal

**M**R. BAYARD E. HEATH, president of L. S. Heath & Sons, Robinson, Ill., tells an outstanding success story:

"Three years ago when we first offered Heath English Toffee for sale on a market crowded with 5c numbers, we were told immediately it would not sell as it was *too small*.

#### IDEAS FOR CANDY PACKAGES

Ask our Field Representative. He will be glad to work with you on wraps that will stimulate sales. Just write to: Du Pont Cellophane Company, Inc., 350 Fifth Avenue, New York City.

"It has, however, met with instant popularity the country over—due in great part we know to the attractive Cellophane transparent wrapping.

"Not only does the eye appeal of

the wrapper make it stand out on the counter—but since we take pride in this piece and the quality we have maintained, we are glad that this Cellophane package accentuates this quality touch."

# Cellophane

TRADE MARK

"Cellophane" is the registered trade-mark  
of the Du Pont Cellophane Co., Inc.



attractive looking. Many jellies are tough and tasteless, these jellies were good eating and flavors were outstanding for this priced jellies.

### Code 91 35

(SEPTEMBER, 1935)

**Brazil Opera Bar—1½ oz.—5c**  
(Purchased in a drug store, Vancouver, B. C., Canada.)

**Appearance of Bar:** Good. Printed transparent cellulose wrapper. Opera cream dipped in chocolate and rolled in chopped Brazils.

**Size:** Good.

**Center—**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Coating:** Good.

**Brazils:** Good.

**Remarks:** This is a good eating bar and of good quality. Bar weighed about 2¾ ozs. One of the best eating bars the Clinic has examined this year.

**Review:** This is an exceptionally fine eating opera cream bar. Raw materials were of the best. Seldom do we find any opera cream bars or pieces on the market. This piece was well made and was in good condition. Neat and attractive looking wrapper.

### Code 90 35

(SEPTEMBER, 1935)

**Fruit and Nut Bar—1½ oz.—5c**  
(Purchased at a bus station, Portland, Ore.)

**Appearance of Bar:** Good. Printed transparent cellulose wrapper. Bar is made of fruit paste with peanuts and coconut dipped in milk chocolate.

**Size:** Good.

**Center—**

**Texture:** Good.

**Taste:** Good.

**Coating:** Good.

**Remarks:** This is a good fruit paste bar. Good eating and of good quality.

**Review:** This is a good eating fruit and nut bar; had a very good taste. Bar was well made and coating was very good. A

bar of this kind does not "stand up" very long, but this bar was in good condition.

### Code 9ee 35

(SEPTEMBER, 1935)

**English Almond Toffee—1 oz.—5c**  
(Purchased in a railroad station, Chicago, Ill.)

**Appearance of Bar:** Good. Printed transparent cellulose wrapper.

**Size:** Small for a 5c bar.

**Coating:** Milk chocolate; good.

**Center:** Butter toffee.

**Color:** Good.

**Texture:** Good.

**Almonds:** Good.

**Taste:** Good.

**Remarks:** This is one of the best butter crunch bars on the market. Well made, of good quality.

**Review:** While this bar is one of the smallest of its kind, it is a very fine eating butter crunch. Raw materials were of the best, piece is well made and wrapper is attractive. Some of the larger crunch bars do not have a good flavor and some do not eat good.

### Code 9oo 35

(SEPTEMBER, 1935)

**Nut Chews—2½ oz.—5c**  
(Purchased in a railroad depot, Boston, Mass.)

**Appearance of Package:** Good. Three bars dipped in chocolate, placed on a tray, printed transparent cellulose wrapper.

**Size:** Good.

**Peanut Bar—**

**Coating:** Dark; good.

**Center—**

**Texture:** Good.

**Peanuts:** Good.

**Taste:** Good.

**Nougat Bar—**

**Coating:** Good.

**Texture:** Good.

**Taste:** Good.

**Chocolate Nut Caramel—**

**Coating:** Good.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This candy is well made and of good quality. One of the best 5c

packages examined by the Clinic this year.

**Review:** This package is different than most 5c bar packages. Candy was well made and raw materials were of the best. The assortment was well planned for chewy bars. Workmanship is of the best. Neat and attractive looking bar package.

### Code 10C 35

(OCTOBER, 1935)

**Salted Almonds—1/4 oz. or over—5c**

(Purchased at a drink stand, N. Y. C.)

**Appearance of Package:** Good. Cellophane bag with printed paper clip. The flag or clip has a calendar for the month of September printed on it. When the nuts are delivered to the dealer, that date is marked on the calendar.

**Roast:** Good.

**Texture:** Good.

**Salt:** Not enough used, causing nuts to have a flat flavor.

**Remarks:** This is a new way to put out salted nuts, dating each bag. Suggest nuts be checked up, as they lacked salt. If salted right these almonds would be good eating.

**Review:** This package of salted almonds is different. The idea is good and no doubt will be a good point to make sales. Nuts were of good quality and were well roasted.

### Code 10F 35

(OCTOBER, 1935)

**Assorted Salted Nuts—½ oz.—5c**  
(Purchased in a candy shop San Francisco, Calif.)

**Appearance of Package:** Good. Cellophane bag, printed paper clip. Contained almonds, cashews, pecans and Brazils.

**Roast:** Good.

**Texture:** Good.

**Salt:** Good.

**Taste:** Good.

**Remarks:** This is a good package of salted nuts and cheaply priced at 5c. Very little profit can be made on a package of this kind priced at 5c for ½ oz.

**Review:** These salted nuts were the best at this price. Nuts were of good quality, well roasted and salted. We find many salted nuts are soft and the quality of nuts are not up to standard, also we find a large number of pieces in most bags of assorted salted nuts.

### Code 10I 35

(OCTOBER, 1935)

**Walnut Chews—2¼ oz.—5c**  
(Purchased from a peddler, Newark, N. J.)

**Appearance of Package:** Good; 14 pieces wrapped in printed wax paper,

## CORRUGATED PARCHMENT AND GLASSINE For Better Package Protection and Economy

Compared with other cushion materials, there is real economy in using our Corrugated Greaseproof Parchment or Glassine pads for packing your chocolates, nuts, or other confectionery. Supplied in sheets, pads, or discs, cut to your specifications, in either white, chocolate, or five colors. Also die-cut and scored for box liners and dividers.

We are also manufacturers of the patented Corrodek Trays for open display packages . . . Any size . . . No printing required . . . New Christmas design now ready.

CALL OR WRITE OUR NEAREST OFFICE FOR FREE SAMPLES AND QUOTATIONS

**SHERMAN PAPER PRODUCTS CORPORATION**

156 Oak Street, Newton Upper Falls, Mass.

NEW YORK

CHICAGO

ATLANTA

LOS ANGELES

# GREETINGS

and cordial good wishes to the Candy Industry in appreciation of its generous patronage. May the Industry enjoy greater prosperity and success in the New Year. . . . .

NATIONAL EQUIPMENT COMPANY  
SPRINGFIELD · · · · · MASSACHUSETTS



## CHRISTMAS GREETINGS

and HEARTY WISHES  
for a  
PROSPEROUS  
HEALTHFUL



**ROSS & ROWE, Inc.**

QUALITY PRODUCTS AND SERVICE  
NEW YORK

CHICAGO

packed in a printed boat, wrapper of Cellophane.

**Color:** Good.

**Texture:** Good

**Taste:** Good.

**Remarks:** This is one of the best 5c packages on the market. Candy is well made, of good quality and neatly packed.

**Review:** These chews are outstanding for this priced candy. The flavor is outstanding. Very good eating. Workmanship is of the best.

### Code 10N 35 (OCTOBER, 1935)

#### Almond Chew—1 lb.—20c— Sold in bulk

(Purchased in a chain 5c to \$1.00 store, Chicago, Ill.)

**Appearance of Piece:** Good. Printed wax paper.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating nut chew and cheaply priced at 20c the pound.

**Review:** These nut chews were well made. At the price of 20c the pound the quality is very good. We find some chews that are tough and of very poor flavor. Raw materials used in this piece were of the best.

### Code 10T 35 (OCTOBER, 1935)

#### Caramel Nougat Brazil Bar— 1 3/4 oz.—5c

(Purchased in a railroad station, North Chicago, Ill.)

**Appearance of Bar:** Good. Printed glassine wrapper. Cellophane window.

**Size:** Good.

**Caramel—**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Center—**

**Texture:** Good.

**Taste:** Good

**Brazils:** Good.

**Remarks:** This is one of the best eating bars the Clinic has examined this year.

**Review:** This bar is made a trifle different from the regular caramel nougat bar. Bar made a good appearance and raw materials were of the best. Flavor was very good, Brazils had a good fresh taste.

### Code 11H 35 (NOVEMBER, 1935)

#### Cherry Highball—1 lb.—25c

(Purchased in a variety store, Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Two-layer folding box, printed in red, blue, buff and green. Picture of cherry and sprays of cherries.

**Appearance of Box on Opening:** Bad; at least half of cherries broken, syrup all over box.

**Coating—**

**Color:** Dark; good.

**Gloss:** Fair.

**Strings:** Fair.

**Taste:** Fair.

**Center—**

**Cordial:** Good.

**Taste:** Fair.

**Cherry:** Good.

**Remarks:** At the price of 25c the pound nothing can be said about the cherries. Box is too high; suggest box be made at least one-half inch lower, also a heavier board be used for the divider. This would prevent breaking of cherries.

**Review:** These cherries were the best in this price class. Some cherries at this price are very poor samples of cordial cherries and some we examined were unfit to eat.

### Code 11D 35

#### NOVEMBER, 1935)

#### Cordial Cherries—2c Each

(Purchased in a candy store, New York City)

**Appearance of Piece:** Good. Printed foil wrapper.

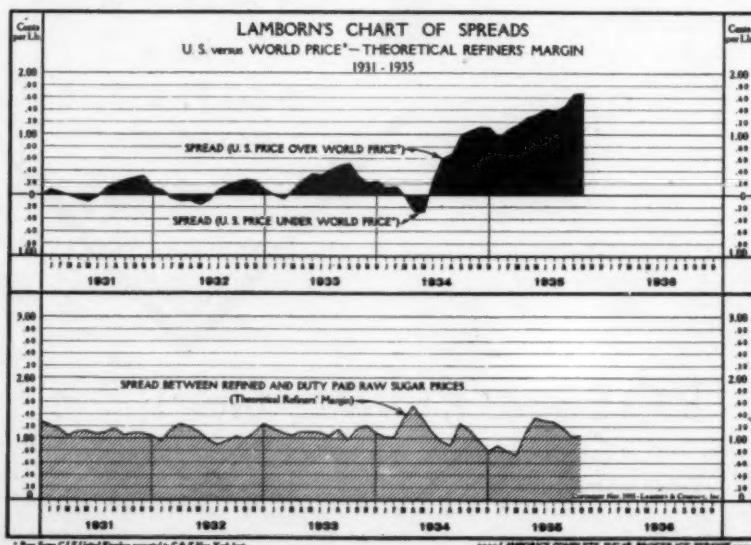
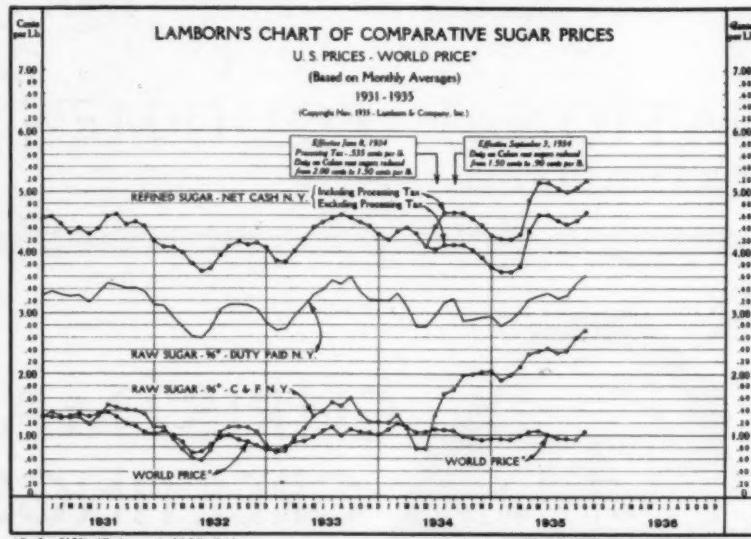
**Coating:** Dark; good.

**Cordial:** Good but lacked flavor.

**Cherry:** Good.

**Remarks:** This is a good eating piece, well made, but lacked cherry flavor. Suggest a good cherry flavor be used in the cordial.

**Review:** These cherries were the best of the 1c and 2c cherries. The consumer will pay 2c for a cherry if it is good. No doubt children buy these 2c cherries and will buy them again if they are good. The small candy buyer as well as the "grown ups" knows quality in candy.



## Candy Clinic Review for 1934

(Continued from page 30)

We wonder what is going to happen this coming year to some houses that are selling \$1.00 quality goods at 50c and 60c, hard candies at 5½c and 6c a pound, 4-ounce bars for 5c and bars below 50c the carton. With the advanced prices of raw materials, new taxes, etc., we wonder what will happen to some of these manufacturers.

I want to extend to all my readers and friends The Season's Greetings and a New Year that will show a profit.

Yours For Better Candy,  
ERIC LEHMAN.

## The Day's Work in Selling

(Continued from page 27)

desk over there. I know those sixteen men. They know me. I know just what they are doing, and how they are doing it. We have something in common. My letters to them, and their letters and reports to me, mean something.

"What is more, I have not had to pinch-hit in the territory of a single man who has been in here. I hardly ever get a letter, asking me how they shall handle something. The first quarter, since the plan was tried, out of eight top men, seven were from this group.

"True, I had to let three men go. I was quite surprised to find these three, men I had picked myself, really very stupid. They had a gloss of intelligence—monkey stuff. Inside they were plain dolts. It came out the first day or so they were on the other desk over there.

"I suggested the plan to one of my friends recently. He said he did not believe he would want their men to come to their office in this way right now. Business is none too good, and they might hear much that would not be beneficial.

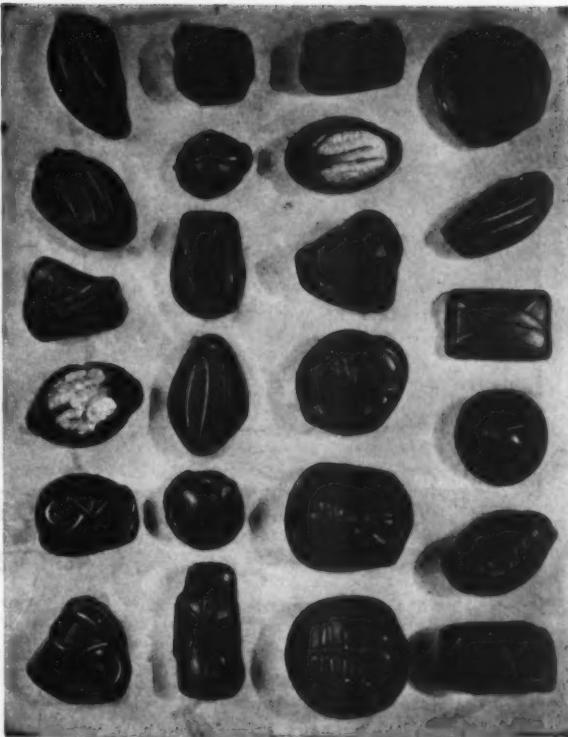
"Our experience is just the reverse. Our business is not flourishing. But it is slowly improving. And I find that our men discover it is not so bad as they believed. If I've learned one thing out of this, it is that few companies fool their salesmen much. If anything, salesmen are more pessimistic today than conditions warrant. We are quite honest with our men, and the plan helps both the men and our executives, to see conditions honestly. Above all, this method has taught me the tremendous value of what you call 'human stuff.'"

## Why Not Travel by Plane?

The work of selling always reminds the writer of an airplane. Nine-cylindered enthusiasm is the driving force. A sound sense of loyalties is the "stick," and the wing spread is sheer optimism—hope for the best.

Given these, a man can "travel by plane" in his work. Without them, he'll slog along in the mud for life.

There are literally thousands of salesmen today who are soured, cynical, unresponsive. Some sour because they have no ability and they are explaining their failure. Others have ability, but they believe it neces-



WHEN the consumer first tastes your coated pieces, his or her palate registers reaction with the speed of chain lightning. If it is favorable, you've established a permanently profitable customer. If it's not, your path to her pocketbook is closed. For flavor rules brand preference and the chocolate coatings you use largely determine flavor.

For almost four decades, Hooton's Chocolate Coatings have been increasing the sales of coated pieces. Samples will quickly prove why. Write for them today. No obligation whatever.

**HOOTON  
CHOCOLATE CO.  
NEWARK, NEW JERSEY**

*The world's largest  
battery of centrifugals  
under one roof makes*

# CERELOSE

[PURE DEXTROSE]

sary to be cynical to prove they are ultra smart. These, too, inevitably end in failure.

#### **Let's Carry On**

No man has ever been loyal, without having others take advantage of it. No man has ever been honest, without being cheated now and then. No man has ever been enthusiastic, no man has ever worked, given the best that is in him, and been justly paid. No man ever had worthy ambitions, but dozens have tried to trip him up—placed obstructions in his path—been spiteful and cynical about his hopes. Surely, this is all obvious. Surely, all this is to be expected. And only a small, cheap, stupid and unintelligent man will use it to explain his failure, or yelp about it to prove he is smart.

What does an intelligent man think about it? Well, an intelligent man knows that he may be cheated out of all he has; be tricked, cozened and cuffed; suffer all manner of minor injustices, and still be all right, if he can keep his enthusiasm, his optimism, his loyalties and his courage. Nothing a man ever loses is worth one of these attributes, nothing he ever wins can replace them.

Too, an intelligent man knows that there is little progress, unless life is hard. We have not come even the short way up from animalism because some one petted us, and treated us kindly. Whether we believe in pacifism or militarism, whether we are socialistic or capitalistic, we are faced with the fact that our progress has not been a matter of "lap-dog stuff."

From the first step on the hind legs to the last modern invention, our civilization has been forged in adversity, quenched in tears and sweat, if not in blood. Chances are, those of us who had the courage, ambition and optimism to start this fight we call human life *had to do it*.

Today, selling needs the spirit which started the fuss. It needs it in large gobs. Let's have it—not "for the dear old company and the dear old boss," but for ourselves. You may dislike your employer, if you choose. You may be out of sympathy with your company's policies. But for a man's own sake, there is only one way to do a job, up to the last day he is on it—that's to give it everything he has.

And when a man gets tired of carrying on, when he feels he is mistreated, down-trodden—when he loses the courage, enthusiasm, ambition and loyalties which have swept us up from rooting in the underbrush, let him quit his job. He's a cheat if he stays on it, draws his pay, discounts salesmanship, increases selling costs for his company until his brother salesmen have to take another cut. There are whole sales forces today, loaded up with pork, just meat. They spend their time eating and grunting, and just bring in enough orders to keep from being fired. They know little or nothing about their work. Many of them never knew how to sell, some never will know. The only thing which seems to occupy their minds is a feeling of injustice. They actually have the unprecedented guts to state they are "getting a raw deal."

# Merry Christmas!



Again we enter the Christmas Season. The holiday spirit is with us. The bonds of friendship formed throughout the year are strengthened at this time, bringing joy to all.

May this Christmas be a merry one for you, and the New Year bring the realization of your fondest ambitions.

## MERCKENS CHOCOLATE COMPANY, INC. BUFFALO, N. Y.

NEW YORK: 25 West Broadway    BOSTON: 131 State Street    LOS ANGELES: 412 West Sixth Street  
CHICAGO: Handler & Merckens, Inc., 180 W. Washington Street

### A Man Must Grow

Show them they are suffering because they don't know how to grow. For a man must feed his enthusiasm and hopes. Here is the diet:

Try one new plan every day, one new idea, one new thought which has a chance to succeed and help your dealers move goods.

Each day, pick one task which you feel you can't quite accomplish, one dealer you feel you can't quite sell, one idea you don't believe you can quite put over—and do it.

That's all. It's a light diet. But it's full of vitamins from A to Z. It's brain diet. It's mental exercise. Without it, a man's brain softens up, gets a paunch, begins to sag down and wheeze on the stairs. Which is sad, because today, all the orders are on the top floor, and it's a walk-up—the elevator isn't running.

You'll be astonished at the pleasure you'll get from doing things you know are just a little beyond your powers. And the youth, and resilience it will bring to your brain. It's the finest way in the world to keep one's self-respect, to grow, to get ahead, to stay out of the rut, and "keep that school-boy ambition."

### Pecan Growers Seek Federal Loan Due to Depression Prices

PECAN growers at San Saba, Texas, continue their efforts to secure an 8c Federal loan. The largest crop in years has forced prices down to 4½c, the lowest since the depression. A number of the leading growers throughout the state say they will store their crops and obtain loans on them from the bank for cooperatives here.

### Start Commodity Group Plan

(Continued from page 25)

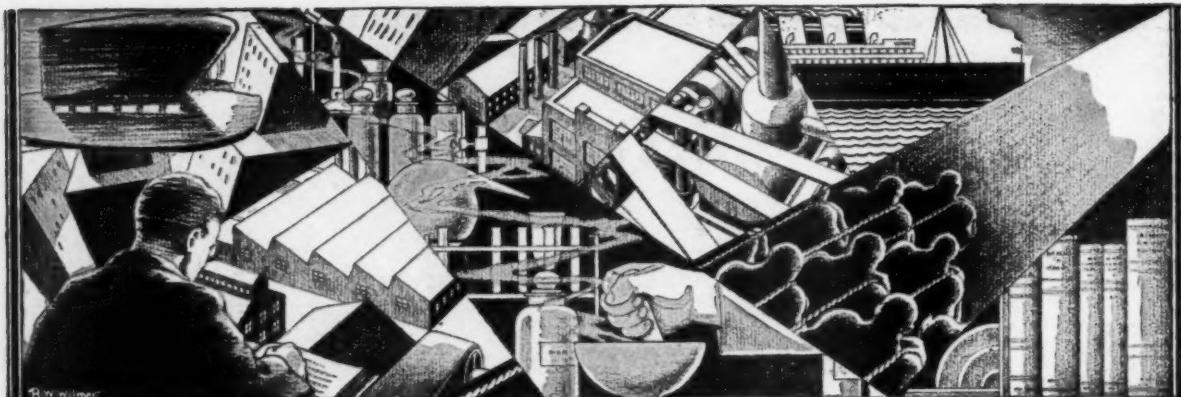
ing percentage of the participating member as to his units, total weight and dollar value in the respective trading areas, with the average cost per unit and the participating member's average cost.

The participating member will also receive a report showing the total units sold of penny goods and 5c and 10c bars in all six trading areas, which means the entire United States, with the total weight and total dollar volume.

The reports mailed by Dun & Bradstreet, Inc., will cover each commodity group breakdown separately, while the reports to be made to Dun & Bradstreet, Inc., will be made on one form for each trading area, covering the entire commodity group breakdown.

The first questionnaires for this purpose will be mailed to the members at the end of January and should be returned to Dun & Bradstreet, Inc., by the date specified thereon. It is the intention to have the data back to the participating members at an early date after it has been submitted to Dun & Bradstreet, which will enhance the value of the reporting service considerably.

The entire service will be financed by the National Confectioners' Association and is available to all members of the Association. The reports received by Dun & Bradstreet, Inc., will be treated with strictest confidence and no information contained in these reports will be available to any members of the industry.



## TECHNICAL LITERATURE DIGEST

### Identification of Lecithin and Egg Yolk in Chocolates



F. E. Nottbohm and Fr. Mayer  
*Z. Untersuch. Lebensm.* 70, 121-9  
(1935).

THE method for lecithin content is based on the cholinesterin. Dependable results are obtained by the proposed method. For the evaluation of egg-yolk and lecithin chocolates, the following observations are made: (a) with egg-yolk chocolate claims for egg-yolk content are best expressed as egg-yolk dry substance. Objections can hardly be raised to a min. limit of 5%. (b) For lecithin chocolate a min. content of 3% of pure lecithin is considered necessary. The use of plant lecithin should be declared.

### Vitamin-C Content of Powdered Milk



L. Renner, *Z. Kinderheilk.*, 57,  
414-18 (1935).

VITAMIN-C content of a series of preparations of dried milk of German manufacture was determined. There was no significant difference between powders dried in air and those dried in an atm. of N, or between those prepared by the spray method, and those dried on heated metal plates. Buttermilk preparations contained only about half as much vitamin as whole-milk preparations. Acid-milk powders prepared with citric and lactic acids were not inferior to whole-milk powders. There was a gradual loss of vitamin C, once the containers were opened, but the decrease was only about 20% in three months.

### What Happens to Butter Stored at 32° F.?

Sidney Shepard and H. C. Olson.  
*Nat'l Butter and Cheese J.* 26, N.  
18, 18-22 (1935).

THE microscopic and plate counts for bacteria in butter indicated that, in general, a gradual decrease occurred in salted butter during storage, while a marked

increase occurred in unsalted butter during similar storage. There was a gradual decrease in flavor score of the salted butter during storage, but pronounced deterioration as so judged did not occur. The flavor scores of unsalted butter decreased more rapidly and to a greater extent than was the case with salted butter.

### Press and Filter for Extracting Pectin from Fruit Rinds, etc.



Mutual Citrus Products Co., Inc.,  
Brit. 431, 440, July 8, 1935.

THE press comprises a series of relatively movable press boards, a series of filter bags alternating with the boards, and means for applying pressure to the board at one end of the series, the board at the other end being pivoted at the center to equalize the pressures on the working surfaces.

### Milk Solids in Milk Cacao Products

Marie L. Offutt, *J. Assoc. Official  
Agr. Chem.* 18, 424-7 (1935).

A COLLABORATIVE study of the new method developed during the past few years for fat, lactose, and milk proteins, together with a comparison of the results obtained in 1920 and in 1925, showed that progress has been made and that the actual amount of milk solids present can be fairly accurately determined by means of the present methods.

### Sucrose Content and Dextrose-Levulose Ratios of California Dried Prunes



Paul F. Nichols, *Plant Physiol.*  
10, 575-8 (1935).

ANALYTICAL data reveals total sugars, the sucrose content, and dextrose-levulose ratio of fruits from the 1932 and 1933 crop from (1) the Santa

Clare and Napa-Sonoma and (II) the Sacramento and San Joaquin districts. Fruits from (I) are of higher quality than from (II). The total sugar contents of fruits from (I) were higher than those from (II). There is a tendency for high sugar content and high sp. gr. to be associated. Neither the sucrose nor the dextrose-levulose ratio appears to have any relation to district of origin or to size.

### Commercial Ground Almonds and Their Adulteration



*G. N. Grumling, Analyst 60, 461-3 (1935).*

THE usual adulterant of commercial ground almonds is apricot kernels. The oils from both have very similar physical and chemical characteristics. The Bieber test, which depends upon the color resulting from shaking approximately 75 N HNO<sub>3</sub>, is most useful for identifying adulteration, but the lime water test is also excellent. On shaking with Ca(OH)<sub>2</sub> solution, apricot oil gives a permanent emulsion but almond oil remains clear.

### New Applications of the Refractometer in Fat Determinations



*W. Leithe, (Chemiker-Ztg., April 1935, p. 325 and Food, 47, Vol. 4 p. 456).*

IN fat analysis the refractometer serves (a) to provide a rapid and convenient preliminary test for characterisation or confirmation of purity of a given sample, and (b) to afford quantitative data regarding fat content, from the refractive index of an extract in a suitable solvent.

Ether and chloronaphthalene have certain disadvantages as solvents for fat extraction, and the author has found a petroleum ether fraction, b. p. 90-100°C.,  $n^{\circ}\text{D}$  about 1.40, forms a very suitable solvent for this type of investigation, and with it a convenient and fairly accurate method of fat determination has been worked out. The practical applications of this technique are stated to be numerous and the amenability of small samples under the method renders it of particular value to the plant-breeder. Chocolate, milk, oil seeds, oil cake, etc., can be readily examined by the method.

### Chester E. Roberts

(Continued from page 16)

ball are Mr. Roberts' favorite sports. The delightfully named "Evergreen Playfield" in Washington is his favorite vacation spot.

Active in the Chamber of Commerce and Rotary Club of Seattle, Mr. Roberts also serves on the board of the Seattle Community Fund and the Salvation Army.

Taking a lively interest in industry affairs and industry associations, Mr. Roberts has served both in various official capacities. In 1922 he was president of the Western Confectioners' Association; he served on the N. C. A. executive committee and was also head of the association's state legislative committee.

WE CAN FILL  
YOUR PACKAG-  
ING NEEDS.  
QUALITY AND  
PRICES ARE  
RIGHT. SEND  
FOR SAMPLES  
AND QUOTA-  
TIONS.



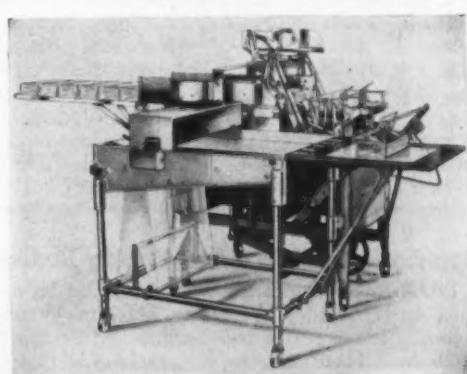
FLOSSINE  
GLASSINE  
BOX LINERS  
WAXED PAPERS  
DIPPING PAPERS  
CHOCOLATE DIVIDERS  
GLOBULAR PARCHMENT  
DIE-CUT SPECIALTIES  
CHOCOLATE and WHITE BOATS

GEORGE H. SWEETNAM, Inc.  
282-286 Portland St. Cambridge, Mass.  
*Manufacturers of Confectioners' Paper Products*

"SPECIALISTS IN THE PACKAGING FIELD"

### 4000 to 8000 Wrapped Packages

Per Day, including regular boxes, extension edge boxes, fudge blocks, bottles, trays, etc., in cellulose on a machine adjustable to all sizes within FIVE MINUTES; sheet or roll feed; YET, LOW IN COST! Investigate! No obligation.



Miller Wrapping Machine

TRY  
**AMSCO**  
**PACKAGING MACHINERY, Inc.**  
130 Centre Street New York, N. Y.  
(See our MACHINERY DISPLAY)

What is YOUR  
Packaging  
Problem?

# NEWS OF THE SUPPLY FIELD

EQUIPMENT · MATERIALS · MARKET INFORMATION · FIRMS · PERSONALS

## Anheuser-Busch, Inc., Elects Homer F. Ziegler Vice-President

ADOLPHUS BUSCH III, President of Anheuser-Busch, Inc., St. Louis, Mo., announced that the stockholders in annual meeting, December 3, 1935, at which 93 per cent of the stock was voted, re-elected all of the present officers and board of directors and elected Homer F. Ziegler Vice-President. Mr. Ziegler's wide circle of friends will be very happy to receive this news, and there are few men who enjoy as great a measure of good-will and as wide an acquaintance as he.

Entering the Anheuser-Busch organization when only a boy, he has by his diligence and unflagging ambition earned his way to prominence.

Since the expansion of the company's business during prohibition days, he has directed the successful development of the Yeast, Malt Syrup and Corn Products Divisions. Under his energetic supervision the products of these new departments rank equally in national prominence with the unassailable eighty-year record of customer approval established for all Anheuser-Busch products.

## Felton Enlarges Chicago Warehouse Facilities

LOUIS GAMPERT, Felton Chemical Company Vice-President, has just returned to his office after a three weeks' trip through the States of Georgia, Tennessee and Kentucky. This trip was made in company with Robert E. Felton, Felton Chemical Company's Southern representative. On his way back to New York, Mr. Gampert inspected the company's recently enlarged office and warehousing facilities in Chicago.

## Plan Available for Purchasing Machinery Under Terms of F.H.A.

A PLAN has been made available to manufacturers interested in purchasing machinery or equipment under the terms of the National Housing Act. Financing through a centralized source has been made possible by the Equipment Acceptance Corporation, a subsidiary of Commercial Investment Trust Inc., One Park Ave., New York City.

The method of operation of this plan is fully outlined in an attractive booklet gotten out by Equipment Acceptance Corporation.

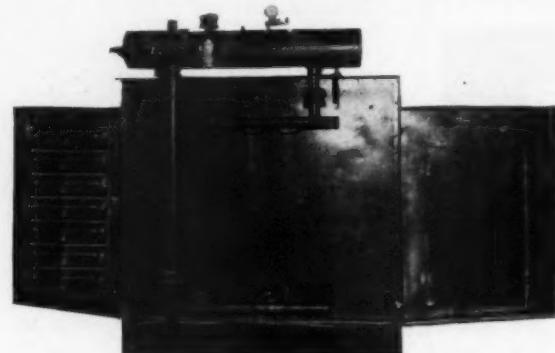
## Wrapping Extension Edge Candy Boxes

EXTENSION edge candy boxes can now be neatly wrapped on the Miller Wrapping Machine by means of a simple inexpensive attachment. After the first end folds have been made by the machine in the usual manner the final end folds, or those extending downward from the top of the box at each end, are lapped underneath the box about one quarter of an inch and sealed in place. The result is a neat, tightly stretched surface across the extension edges of the box at not only the sides but also the ends.

The packages shown in the accompanying illustration have been wrapped by this equipment in the manner described. Miller Wrapping & Sealing Machine Company, Chicago, is the manufacturer.

## Baffle Sprayless Type Air Conditioner

A SPECIAL baffle sprayless type of air conditioner for use in extremely dusty conditions, such as starch rooms, marshmallow curing and packing rooms, or



Baffle sprayless type air conditioner for extremely dusty rooms

cocoa rooms, is being manufactured by Economy Equipment Company, Chicago.

It is a washer type of conditioner which gives controlled humidity and has no spray or strainer to clog with the dust from the air conditioned.

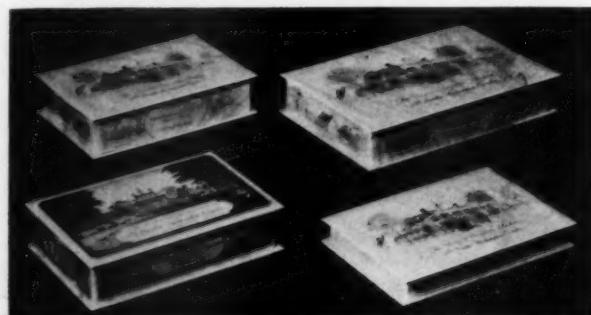
## Blanke-Baer's New Product

A NEW flavoring extract just introduced by Blanke-Baer Extract and Preserving Co., St. Louis, Mo., is an Imitation Coconut Extract, which the company declares has the natural tang and mellowness of fresh coconuts.

## Production of Fats and Oils for Quarter

THE Bureau of Census announces that factory production of fats and oils during the three month period ended September 30, 1935, was as follows—referring only to those of interest to the chocolate and confectionery industries:

Coconut oil, crude, 61,569,091 pounds production, 130,394,547 pounds consumption. Coconut oil, refined, 91,344,526 pounds production, 101,105,015 pounds consumption. Importations of coconut oil amounted to 78,663,327 pounds.



Extension edge candy boxes wrapped by new machine attachment

## The Nulomoline Company Establishes New General Offices

AFTER being located at 111 Wall Street, N. Y., for 25 years, The Nulomoline Company and affiliated companies have moved to 120 Wall Street, and now occupy the entire 19th floor at their new location.

"This move," said William Lohr, President of the company, "was necessary to care for the expansion of the company's business."

The new headquarters includes the company's technical and practical laboratories. One section is occupied by a fully equipped miniature candy plant. This department joins the sales department, providing an efficient tie-up of sales and service.

The new general headquarters also will embrace the associate companies of The Nulomoline Co. which include The American Molasses Co. of N. Y., Sucrest Corporation, and The Applied Sugar Laboratories.

## Tendency Toward Use of Wider Chocolate Coating Machines

THERE IS an increasing tendency among manufacturers, particularly those who specialize in bars or other large pieces, including the biscuit manufacturers, to go to the use of wider chocolate coating machines, according to a report from the trade.

Until fairly recently, 32 inches has been the widest of the standard coating machines manufactured. During the past year a number of 34-inch and 38-inch width machines have been used by the industry in America.

The manufacturers who specialize in especially high grade products rarely use wider than 24-inch machines, but where production volume is of prime importance the wider machines are reported to be filling a need.

## Fritzsche Brothers Hold Sales Meeting

THE annual salesmen's meeting of Fritzsche Brothers, Inc., was held in their general offices in New York, December 12 to 14. Personnel of their administrative and technical staffs participated. Among the new products featured by Fritzsche's recently are additions to their group of Ekomo flavors; namely, Orange-Pineapple, Quince-Orange, and Grapefruit-Pineapple.

## Pen-Size Letter Scale

POSTALETT is a patented pen-size letter scale, just placed on the market by The Exact Weight Scale Company, of Columbus, Ohio.

The little scale is beautiful in design, accurate and sturdy, and is tested with Government standard weights. This offers something new in the advertising novelty and premium field.

## Quarterly Confectionery Sales 7.6 Above 1934

SALES of confectionery, and chocolate products for the quarter August to October, were 7.6% larger than those of the same period of 1934. This is based on sales amounting to \$61,662,569 during the 1935 Fall season and \$57,282,696 during the 1934 Fall season as made by 307 concerns reporting to the Foodstuffs Division.

Sales during October were smaller than during September by 4.8%. Above-normal temperatures throughout the Eastern part of the country probably were a factor in this decline.

THE STANDARD  
SPEAS CONFECTIONER  
for  
PECTIN CANDIES  
COMPLETE - READY TO USE

SPEAS MFG. CO. -- K.C.MO.

IMPORTERS  
SHELLED NUTS  
EGG ALBUMEN  
GUMS . . . GINGER  
PEELS . . . AGAR  
MARSHMALLOW GELATINS  
HEADQUARTERS FOR MORE THAN HALF A CENTURY  
T. M. DUCHÉ & SONS, Inc.  
117-119 HUDSON ST., NEW YORK  
BOSTON—177 State Street  
CHICAGO—61 W. Kinzie  
CLEVELAND  
BALTIMORE

## Reprints . . .

of articles appearing in The MANUFACTURING CONFECTIONER may be obtained in quantities of 100 or more for the cost of printing. Useful for mailing to your customer list, or any others whom you may wish to interest in the subject covered. Write for prices to:

THE MANUFACTURING CONFECTIONER  
1140 Merchandise Mart Chicago, Ill.

## SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

BUSINESS has picked up in Kansas City the past few weeks since the weather has cooled off. The jobbers all report an increased business and, as I write this, it looks very much like the holiday trade will be brisk.

\* \* \*

The Kansas City Candy Club will hold its annual election on December 9 at the Pickwick Hotel, where the day will be spent in convention, closing with a dinner dance for members, jobbers and friends at the Ambassador Hotel.

\* \* \*

The St. Louis Candy Club entertained the jobbers at a stag at Hauck's Rathskeller on November 8. Every one reported a marvelous meeting. These St. Louis boys know how to entertain, if you ask me!

\* \* \*

I saw the St. Louis jobbers a few days ago, and they were all busy. Business has taken on a much-hoped-for spurt. 'Twas good to see all their smiling faces, which was greatly in contrast to my last trip.

\* \* \*

The industry recently lost one of its most colorful figures, in the death of Lorin Gingles, for many years Midwestern representative for Geo. Ziegler, Milwaukee. I have always been a great admirer of Lorin, have counted him as one of my best friends, and shall miss him very much. This is, indeed, a very brief tribute to pay him, but my thoughts carry on with eulogies I am unable to pen.

\* \* \*

Mr. A. Abrahamson was recently appointed Sales Manager for The Sweets Company of America, Inc., New York, makers of the famous Tootsie products. Mr. Abrahamson is well qualified in all respects for this important position and will be a valuable asset to the company.

\* \* \*

Leo Mellman of the Douglas Candy Co., Chicago, makers of chocolate novelties, said a friend of his told him a few days ago that his cousin, Dolly, got a divorce from Tom last week. She has been married to Tom a year and this is the only thing she has done to keep him.

\* \* \*

Tom Payne, Sales Manager for Reed Candy Co., Chicago, purveyors to the connoisseurs of butterscotch, in one of his serious moments quoted the following:

"We are taxed twice as much by our idleness, three times as much by our pride, and four times as much by our folly. And from these taxes the Government cannot ease us."

Who can say Tom does not know his history?

\* \* \*

I say Walter Johnson of the company bearing his name in Chicago a few days ago and he is responsible for the following:

Bride: "Is this the Fidelity Insurance Company?"

"Yes, ma'am, it is," replied the clerk. "What can we do for you?"

"I want to arrange to have my husband's fidelity insured," replied the bride.

DAVE TRAGER, Broker, Speaking from Detroit, Mich.

THE Detroit market for the past few months has been on one of its periodical price cutting sprees. Why jobbers should sell candy at 65c per box, for 120 and 24 count, is beyond the writer's knowledge—or, I guess anybody else's knowledge.

If credit men think their jobbing accounts' credit status improves under those conditions, then they had better take heed.

There has already been one failure of sizeable proportion, one liquidation, and unless I miss my guess there are going to be other failures or liquidations in the very near future.

# NATIONAL



*The*  
**COMPLETE  
LINE**

**BRILLIANT • UNIFORM • STABLE**

NATIONAL ANILINE & CHEMICAL COMPANY, INC.  
40 Rector Street

New York

BOSTON  
PHILADELPHIA  
GREENSBORO  
PORTLAND, ORE.

PROVIDENCE  
SAN FRANCISCO  
ATLANTA

CHICAGO  
CHARLOTTE  
CHATTANOOGA  
TORONTO

BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

# FOOD COLORS





Dave Trager  
Sales Representative,  
Detroit, Michigan

The Metropolitan Tobacco & Candy Co., which operated under that name for a few years, went into bankruptcy a short time ago for a sum reported to be \$90,000. The cigarette manufacturers are said to be very large losers. Louis Ossepow was the owner at the time.

\* \* \*

Harry Morgan, who has been a candy jobber in Detroit for a number of years, has liquidated. It is too bad we have to lose men like Harry Morgan. But, he stated that it is better to get out than be forced out, which he contends would be inevitable with the present ruinous prices in the Detroit market.

\* \* \*

Gil Virberg, owner of the Crystal Candy Co., Grand Rapids, is back on the job again, after a siege of sickness.

\* \* \*

Bob Raut, manager of the J. L. Marcero Co., Pontiac, Mich., went hunting in the north woods in search of a deer. Bob, you went to the wrong place; Broadway, N. Y. City is a better hunting ground!

\* \* \*

Charley Deas, the genial Planters representative in this territory, has been at his home in Findley, Ohio, recuperating from an operation performed at the Mellus Hospital, Brighton, Mich. He will be back on the job real soon with the usual smile.

\* \* \*

Perc Levinson, buyer for the Morris King Cigar Co., Bay City, Mich., was a recent visitor to N. Y. City. It was Perc's first trip to the big city, and the writer had him in tow. Well, what Perc did not see was not worth seeing.

\* \* \*

Bill Mahoney, who represents the Massachusetts Choc. Co. and the Shelby Gum Co. in Michigan and Ohio, has been sick at home for the past month. The boys are all rooting for you to get well, Bill.

\* \* \*

The volume of confectionery business in the Michigan market has been good for the past three weeks, according to reports. Christmas business should be good, as all the automobile factories are working full force. Of course, volume without profit does not benefit anyone.

Here is a good motto for 1936—WHY GIVE IT AWAY—WHY NOT TAKE A PROFIT!

### Air Conditioning Progress

(Continued from page 22)

sion system. As a general rule, the direct expansion system is less expensive than the water cooling system. When fine and accurate control is needed, the water cooling system is the logical choice.

Water to remove the heat from the condenser may be obtained from city mains, deep wells, or may be re-circulated back from a spray pond or cooling tower.

In localities where sufficient water in low enough temperatures (49°—52° F.) is available from deep wells, the refrigerating machinery may be eliminated, the cold water being circulated in units, water coils or dehumidifiers, and thus afford considerable savings in first and operating costs.

Efficient atmospheric conditions should also be maintained in the winter time, and for this purpose many



*Let there be  
no uncertainty  
to block your goal  
of PERFECT CREAMS*

The surest way is to guard  
against fermentation and im-  
proper aging by using the  
pioneer invertase—

**CONVERTIT**  
*Purified invertase of standardized activity*

\* Process of manufacture Patented  
U.S. Patents Nos. 1,919,675-1,919,676

Convertit, in its action, is definite, sure and  
safe. It is as easy to use as flavoring.

Use CONVERTIT—and KNOW that your  
creams will be safe—CONVERTIT acts after  
the creams are coated—softening them to  
the desired degree.

Write for our booklets on hand-rolled and  
cast creams, containing all the information  
you will need to make fine, safe creams.

### THE NULOMOLINE COMPANY

Exclusive Distributors of CONVERTIT

120 Wall Street

New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.

## Well Pleased— It's Economical— Low Cost Installation—

The above are statements of manufacturers who have equipped their plants with ECONOMY AIR CONDITIONING EQUIPMENT.

Our engineers, familiar with confectionery plant operations, will be glad to survey your needs, give recommendations and estimates on ECONOMY SPRAY & BAFFLE TYPE CONDITIONERS, LUSTER-KOOLD CONVEYORS, and ECONOMY BELT TURNS.

### ECONOMY EQUIPMENT CO.

538 PERSHING ROAD

CHICAGO, ILL.

ST. PAUL  
RELIANCE ENGINEERS, Inc.

NEW YORK  
JOHN SHEPPMAN

LOS ANGELES, CALIF.  
BAKERS SERVICE CO.



CHAS.  
**PFIZER**  
AND CO., INC.  
MANUFACTURING CHEMISTS  
81 MAIDEN LANE  
NEW YORK  
444 W. GRAND AVE.  
CHICAGO, ILL.

CITRIC ACID	POWDERED CRYSTAL GRANULAR
• • •	
TARTARIC ACID	POWDERED CRYSTAL GRANULAR
• • •	
SODIUM CITRATE	

diversified types of heating units have been developed by the manufacturers of air conditioning equipment.

### Apparatus Applications

Air conditioning apparatus manufacturers are so experienced and have developed so many types of installations to meet almost every conceivable atmospheric condition that results which will be obtained from a particular combination of equipment can be almost exactly forecast.

The large confectionery manufacturing plant may have widely separated departments requiring air conditioning, with considerable divergence in heating and refrigeration load necessities. A careful study of the air conditioning problems to be met is the prime essential to assure both the capacity and type of equipment best fitted to solve the varying problems.

Depending on the size of the space to be conditioned, the amount of air to be treated, and the resulting apparatus capacity necessitated, either the central station equipment or the unit type of equipment may be used. Duct work is required in the former, but little or no duct work in the latter type of system. Even with the unit type of equipment, it may be so designed and located that small sacrifice of floor space, if any, is necessary.

For the most economical operation, it will probably be advisable to use separate installations for departments having too great divergence in refrigeration requirements.

The wide experience of responsible air conditioning equipment manufacturers makes it possible for the confectionery manufacturer to keep to an even production schedule through storage room control.

### Profits from Air Conditioning

Air conditioning of confectionery production and storage room facilities will show profit which may be almost exactly measured in terms of dollars and cents.

Owing to the fact that it takes considerable time to make the necessary surveys and calculations, it is well to start considering them well in advance of the time when they will actually be required. A last-minute, hastily-considered, rush installation naturally creates the possibility of being less satisfactory in operation than one which has been thoroughly and carefully thought out.

A very important factor is to buy your air conditioning equipment from a manufacturer who is experienced, competent, and reliable. A guarantee of performance is only as good as the technical and financial ability of the equipment manufacturer to stand back of it.

*EDITOR'S NOTE—Careful study of the plant by a competent consulting engineer, cooperating with the factory organization, is considered by many as essential to securing a proper and economical system. By this method the candy manufacturer will get the equipment which will produce the desired results for the smallest investment.*

Many manufacturers do not realize the importance of a competent consulting engineer as an aid to them, for instance, in analyzing and tabulating competitive proposals. It is natural that manufacturers will differ in their types of equipment calculated to meet certain requirements, and a careful analysis brings out these technical points.

## TRADE NEWS BRIEFS

After an absence of several years, **Mr. A. Abrahamson** has again joined the forces of the **Sweets Company of America, Inc.**, New York, as sales manager. Previously he was with this company for eight years, the last two of which he was in charge of sales.

**George H. Williamson** is host on a southern trip for the second time this year to the executives of his company. They are guests of Mr. Williamson at his home at Gulfport, where they also spent an enjoyable ten days in July. The party returns December 16.

Reports from representatives of supply firms serving the **South** tell us that conditions are about 50 per cent better than at any time in the past five years. Candy manufacturers' volumes are greater and we hear that a number of prominent Southern firms are making better candy.

**Albert Lamping**, 57, wagon jobber of Cincinnati, Ohio, died during the past month. Members of the Cincinnati Candy Recovery Association say that he was "an honest competitor."

**Zion Industries, Inc.**, has taken over the assets and liabilities of the Zion Institutions and Industries, Inc., as of November 30, 1935. The Zion Candy Industry is included in this group at Zion, Ill.

The California Pacific International Exposition will reopen on January 15, 1936, offering confectioners, particularly those of the West Coast, a continuation of this fruitful market. Over 5 million people attended the Exposition at San Diego between May and November.

**N. S. Reppert** has been made Vice-President in charge of sales for **Luden's, Inc.**, Reading, Pa. Mr. Reppert has been with Luden's for many years. **Robert B. Esterly**, also with the firm a long period, has been made general production manager.

**Senator Frederick Van Nys**, Democrat from Indiana, has revealed his plans to press for legislation in the forthcoming Congress to check the growth of chain stores. He has bitterly assailed secret rebates, advertising allowances, and brokerage commissions extended to the chains.

The Federal Trade Commission has continued the hearings held in New York on its complaint against Loft, Inc., alleging unfair advertising against glucose and the disparagement of competitor's products.

In Indianapolis, Ind., Loft, Inc., has filed suit against the **Corn Industries Research Foundation, Inc.**, and its member firms to recover claimed damages amounting to \$4,250,000.

**Wilbur-Suchard Chocolate Co.**, of Lititz, Pa., has been granted by the U. S. District Court extended time until May 27, 1936, to complete its reorganization.

**Otto Schnering**, President of the **Curtiss Candy Co.**, followed a new precedent in sales campaigning recently by delivering a personal message via long distance telephone, directly from his Chicago offices to a meeting of his Southern sales organization gathered at Atlanta, Ga. Company representatives from Georgia, Alabama, Florida, Mississippi, Louisiana, North and South Carolina heard the address.

Officials of the **S. W. C. A.** are preparing to reprint the William J. Carter article on "Relationship of Jobbing Costs to Selling," which was presented at the recent convention of the **S. W. C. A.** in Savanna, Ga.

President Wallace states that this will be the first of a series of helpful papers and information on jobbing costs which the **S. W. C. A.** will distribute at regular intervals.

**I. R. Wagar** of **E. J. Brach & Sons**, has been elected Chairman of the Confectioners' Credit Group of the Chicago Association of Credit Men for the ensuing year. **E. Sandhop** of **Bunte Brothers**, is Vice-Chairman, and **R. E. Warner** of **Pan Confection** was elected Secretary.

NEW LOW PRICES  
ON THE IMPROVED

## BURMAK BATCH ROLLER BELT

6' Size \$5.00 ea.  
7' Size 6.00 ea.  
8' Size 7.00 ea.



### DOUBLE EDGE DOUBLE WEAR

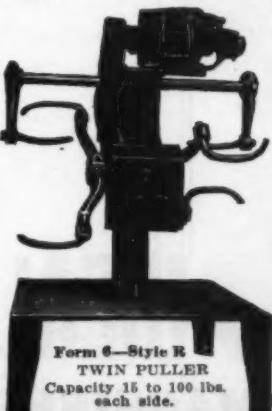
Where the wear occurs the edges are reinforced with double thickness of fabric and extra stitching. Specially woven to give greater tensile strength. These two features double the life of this new belt, yet they cost no more than the ordinary type.

**BURRELL BELTING COMPANY**  
413 S. HERMITAGE AVENUE - - - - - CHICAGO

## MAXIMUM CAPACITY 200 lbs.

### PER BATCH

#### Form 6 — Style R TWIN PULLER



Form 6—Style R  
TWIN PULLER  
Capacity 15 to 100 lbs.  
each side.

Rebuilt Models Available  
A substantial saving is possible by installing a rebuilt model. Write for information.

Minimum capacity 15 lbs. per batch. Pulls either hard-boiled or soft-boiled goods.  
Can be operated at any speed desired. Has variable speed control, self-contained electric motor drive.  
Can be used for 2 batches at once—either the same or different colors or flavors.  
Write for complete description and price.  
Other sizes and styles—capacities 5 lbs. to 300 lbs. per batch. All parts interchangeable.

# HILDRETH'S

THE ORIGINAL CANDY PULLER  
**HILDRETH PULLING MACHINE CO.**  
153 Crosby Street, New York, N. Y.

# LEHMANN

Behind that name stands a full century of service to MANUFACTURERS of CHOCOLATE. It is a positive guarantee that machinery and equipment bearing the LEHMANN trade mark are the very finest that human skill and engineering ability can produce.

*Let LEHMANN Engineers solve your equipment problem.*

J. M. LEHMANN CO., INC.

*Established 1834*

250 W. Broadway, New York, N. Y.

PLANT: LYNDHURST, N. J.



**ALWAYS  
DEPENDABLE**

## IDEAL WRAPPING MACHINES

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for both large and small manufacturers, are fast, always de-

pendable and economical. The SENIOR MODEL wraps 140 pieces per minute; the SPECIAL MODEL wraps 240 pieces per minute.

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

**Write For Complete Specifications and Prices**

**IDEAL WRAPPING MACHINE CO.**

*EST. 1906*

MIDDLETOWN, N. Y. - - - U. S. A.

## Evaluation of Gelatine

(Continued from page 19)

obtain comparative beating power which will follow factory batch tests rather closely. An advantage to be obtained in making the boiling test is that it will detect types unsuited for beating purposes and eliminate them before they are used in a factory sized batch.

### **Use in Confection Is Final Test; Price Not Always Quality Guide**

Gelatine uses are varied through such wide limits, and results obtained are so entirely different, that it becomes necessary for each manufacturer to determine those types best suited for individual needs. Laboratory tests will help; so will practical tests, but in both cases the final test depends upon making a confection batch in which the gelatine is used.

It will be found that the price factor is not always indicative of quality and that in many cases a high-priced gelatine has been employed for a purpose which may be served equally as well by a blend with a lower unit cost. Do not misunderstand this statement, for the indiscriminate use of gelatine grades is not suggested. Just because it is apparent that lower-priced blends may be used satisfactorily in some instances does not suggest their use for all purposes. No attempt should be made to save money in the purchase of lower-priced gelatine unless desired results are obtained, for an unscrupulous dealer may palm off a product apparently satisfactory in every respect until the soundness test is applied. Bacteria count may indicate that the product is not only unsuited to the need for which it is intended, but actually unfit to be used in a food product.

### **Methods of Dissolving Important**

After all precautions have been taken to obtain the proper gelatine, its value may be adversely affected if handled improperly. This applies particularly to methods used for dissolving. One pound of gelatine is sometimes dissolved in a gallon of water, and this quantity may be reduced to seven-eighths of a gallon. In other cases, as little as one-half gallon is used, but this is regulated by the purpose for which the gelatine is intended.

Too much heat in dissolving will reduce gel power, and, if kept too long under lower heat, the same result will obtain. The temperature employed for dissolving samples in the gel test is set at 150° F. If this is exceeded in practice, destruction of gel power takes place at an increasing rate as temperature rises. *More gelatine is ruined by improper solution temperature than in any other manner.*

### **"Under One Roof" Plan Advocates Jobber Division of N.C.A.**

The Cincinnati Recovery Association is campaigning vigorously in behalf of its "Under the One Roof Plan," with the objective of the jobbers and manufacturers joining hands in a single association to "rid the industry of its destructive trade practices."

A petition is being circulated by the Cincinnati group asking the N. C. A. to establish a Distributor's Division. It also requests that a meeting be held in January or February at N. A. C. offices in Chicago to be attended by representative wholesalers from each trading area and the N. C. A. Executive Committee to draft a plan to submit to the manufacturers' convention in June.

**WERTHY**  
RIBBONS RIBBONS

## W-E-R RIBBON CORP.

Successor to

Wertheimer Ribbon Corp.  
38-42 East 29th Street  
NEW YORK, N. Y.

Gauze Ribbons - Tinsel Ribbons  
Satin and Novelty Ribbons  
Ribzonene



## SIMPLEX CHOCOLATE MOULDS

Manufactured by  
"Walter" since 1866

Scientifically designed to eliminate breakage. Best construction—easiest to mould. Higher finish to moulded chocolate. Excellent service. Attractive prices. Catalogue and prices cheerfully sent upon request.

Simplex Confectionery Mch. Co.  
Sole Agents

15 Park Row . . . . . New York, N. Y.

## HIGHEST QUALITY

# ► GUMS ◀

## TRAGACANTH

Also ARABIC, AGAR,  
HOREHOUND HERB and  
EXTRACT, BLACK WALNUTS,  
Etc.

Send for our catalog of 900  
LABORATORY CONTROLLED PRODUCTS

## S. B. PENICK & CO.

132 Nassau St., NEW YORK, N. Y.  
1228 W. Kinzie St., CHICAGO, ILL.  
"The World's Largest Botanical Drug House"

## NEW QUARTERS! Enlarged Service Facilities

Formula kitchen . . . testing lab. . . . pilot plant . . . rationalized sales development and advertising. Experienced counsellors on candy and chocolate. Write for our low-cost budget plan.

A. A. LUND & ASSOCIATES  
now occupying the 9th floor at  
20 E. 12th ST., NEW YORK CITY

## Official Bulletin of the International Office for Cocoa and Chocolate

69 rue Ducale  
Brussels, Belgium

Annual Subscription  
30 belgas

KEEP your name  
and products before  
the entire manufac-  
turing branch of the  
confectionery indus-  
try the year 'round.

A display advertise-  
ment in the Adlet Sec-  
tion of THE MANU-  
FACTURING CONFEC-  
TIONER will accom-  
plish this at low cost.

Write this publication  
for full particulars.

THE MANUFACTURING  
CONFEC-  
TIONER  
Merchandise Mart,  
Chicago

## EXCELL-O REG. U. S. PATENT OFFICE RIBBON

MADE UNDER U. S. PATENT NO. 1,461,449

Made of

Cellophane

EXCELL-O RIBBONS are bright  
cheerful, lustrous—easy to  
tie and economical to use.

Send for Samples  
FREYDBERG BROS., Inc.  
45 W. 18th St. New York City

## NOVELTIES for



Write for prices and samples  
GAY STUFFED TOY &  
NOVELTY CO., INC.  
43 West 24th St. New York, N. Y.

## 100% Pure HEN EGG ALBUMEN

Also

AGAR AGAR

DIRECT IMPORTERS

CONSUMERS IMPORT CO., INC.  
115 Broad St., New York, N. Y.

"1,000 Manufacturers Can't Be Wrong."



## The SIMPLEX VACUUM COOKER

A revolution in the technique of  
cooking and cooling fondant, taffies,  
etc., as well as hard candies.

Manufactured by

VACUUM CANDY MACHINERY CO.

Distributed by

SIMPLEX CONFECTIONERY MCHY. CO.

Sole Agents

New York

## FOREIGN and DOMESTIC

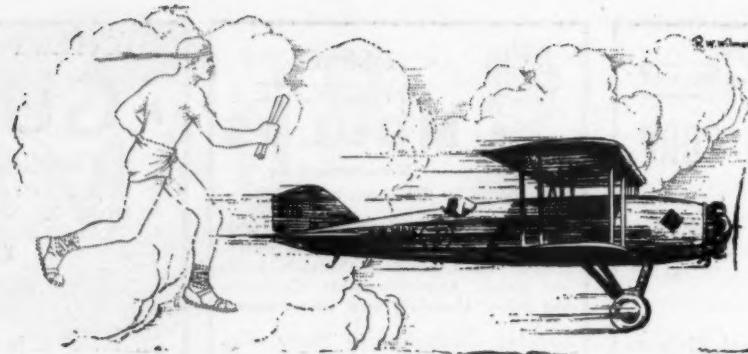
# SHELLED NUTS

DATES — FIGS  
CITRON — CURRANTS  
for CONFECTIONERS

Est. 1885

DIRECT IMPORTERS

SPENCER IMPORTING CO.  
25 Leonard St., New York, N. Y.



## M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

### Packaging Clinic Helps in Designing

Gentlemen:

"We believe that your Candy Packaging Clinic service is a very valuable help and that the opinion you may render will help us greatly in our attempt to constantly design new packages with an outstanding merchandising appeal.

"We want to take this opportunity to thank you for your interest and shall in the near future be sending you other packages for your opinion as they are developed."—Chicago.

### Requests Directory of Manufacturers

Dear Editor:

"We are enclosing our check for \$1.00 and shall appreciate it if you will send us a copy of The CONFECTIONERY BUYER in which is listed the names of the principal candy manufacturers in the United States, and the specific items they manufacture."—Georgia.

### Sugar Roasted Peanuts

Gentlemen:

"We are writing to ask if you can secure for us a satisfactory recipe and method for the proper coating of sugar roasted peanuts."—Georgia.

When making sugar roasted peanuts in a revolving pan, the formula is as follows:

Twenty pounds of peanuts to 15 lbs. of sugar. Cook the sugar, including cream of tartar or a very small amount of glucose, to 238 degrees. Add a little red coloring and burnt sugar to give a reddish tint. The peanuts are warmed and placed in the revolving pan. The pan is coated with beeswax or other preparation. The syrup is then poured in a fine stream while the pan is revolving.

Another method is to cook the peanuts with the syrup on the fire, using a stirring arm attached to the fire cooker. This scrapes the kettle as it stirs. It is used extensively in sugar coating peanuts. When the peanuts have cooked and begin to crack dump the batch out on a slab and pull apart. As soon as it is dry and grained, put back on the fire in the dry kettle. Then stir and heat on a slow fire until the sugar melts slightly back to a sirupy consistency and takes on a glazed coating.

Sugar coated peanuts were originally made in smaller batches such as, 5 lbs. of sugar to about 7 lbs. of peanuts, with very little corn syrup added. The corn syrup for a small batch of this size would be about the size of a walnut, in order to prevent too much graining and yet avoid stickiness. The peanuts are roasted in the kettle with the syrup. Before adding the peanuts cook the syrup to 238-240 degrees. When the peanuts begin to crackle, dump out on a slab, pick apart and add red coloring and burnt sugar. Allow the mass to grain off. Then put back on the fire and finish up as indicated above.

Gentlemen:

"Have been reading some of your formulas and find them to be fine.

"Will you please give me one for marshmallow suitable for wholesale work?"—Missouri.

Reply:

We shall be glad to send you such a formula if you will specify the type of goods you have in mind.

### Package Clinic Winners Respond

Dear Editor:

"Thanks very much for the information in your letter. It is always a matter of pride to our creative and art sections when they can see their work thus given outstanding recognition."—New York City.

Dear Editor:

"I wish to thank you very much for your kind compliments to my candy as displayed in your issue. It is certainly very gratifying and I cannot tell you how pleased I am to have this honor conferred upon me."—Chicago.

Good! As you know, the Candy Packaging Clinic sponsored by the MANUFACTURING CONFECTIONER is the only packaging clinic in the country that specializes on the packaging problems in just one industry. All members of our Packaging Board are specialists on the various phases of candy packaging. They know what makes a package sell!—Editor.

# RIBBON

## SPECIALISTS

for the Candy Industry

"SHADOLYNE"—A New  
Ribbon Creation

Also

MESSALINE - SATIN - CREPE  
GAUZE RIBBONS-RIBBONZENE

**W & G RIBBON CO., INC.**  
9-11 E. 38th St., New York, N.Y.

• PEACOCK BRAND •

## FLAVORS

AND

## CERTIFIED FOOD COLORS

**WM. J. STANGE CO.**

2538 W. MONROE STREET  
CHICAGO, ILL.

# GELATINE

WHERE TO BUY IT

### BRANDED PRODUCTS

FOR

Cast — Cut — Grain  
Moonshine

**CRYSTAL GELATINE CO.**

Peabody, Mass.

Chicago Office      Los Angeles, Calif.  
137 N. Wabash Ave.      1855 Industrial St.

# CANDY CUPS

We can fit your chocolates, bon-bons, caramels, dates or nougats with a perfectly formed cup, no matter what size or shape. Specializing in new and attractive packing. We are originators of glassine candy cups and suppliers to the oldest and largest candy manufacturers. Guaranteed quick service and lowest prices.

AGENTS IN PRINCIPAL CITIES

**C. E. TWOMBLY CO.**

Established 1897

144 Mystic Ave., Medford, Mass.

## For Outstanding Flavor Quality

BLANKE-BAER VANILLAS  
TRUE FRUIT EXTRACTS  
AND FLAVORS

BLANKE-BAER EXTRACT &  
PRESERVING CO.

3224 So. Kingshighway      St. Louis, Mo.

"The House of True Flavors  
and Vanillas"

## "TREMENDOUS VALUE"

FOR CANDY MANUFACTURERS AND  
PACKAGING SUPPLIERS

found in the new Packaging Clinic featured quarterly in the MANUFACTURING CONFECTIONER.

Read these extracts of letters:

A Candy Manufacturer says:  
"We consider it a distinct compliment to have been recognized by the 'Packaging Clinic.' We wish to compliment you on this very constructive department and you may count on every bit of cooperation which we can give you."

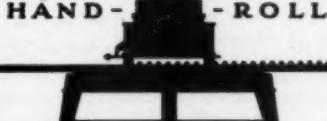
A Package Maker says:  
"Am pleased to see that we won recognition on the two lines we created. I believe this is a splendid idea and will help to keep the candy manufacturer on his toes in producing better packages. You can call on me at any time in helping to make the 'Candy Packaging Clinic' a permanent success."

Another Supplier says:  
"We believe you have started something that will prove of real constructive benefit to candy manufacturers. The fact that the 'Clinic' provides an unbiased court of judgment is bound to be of tremendous value to the industry in helping solve its packaging problems and in bringing to a focus the outstanding developments in new package design. The MANUFACTURING CONFECTIONER is to be congratulated on its new undertaking!"

What an opportunity for package suppliers to "tie in" their ADVERTISING MESSAGE with this keen interest in the Candy Industry's Packaging Clinic!

THE MANUFACTURING CONFECTIONER  
Merchandise Mart, Chicago

# FRIEND HAND-ROLL



## WHY NOT BE CLEAN ABOUT IT?

Supplant dirt and unsanitary starch by the FRIEND HAND-ROLL METHOD producing the highest quality, lowest cost and cleanest cream centers possible. Machines for any volume requirements from candy kitchen to the largest plants.

Write for particulars

**HARRY L. FRIEND**  
52 India Street - Boston, Mass.  
USED THE WORLD OVER



# LEXIN

Simplifies production, assures uniform results, improves appearance and extends shelf life of chocolates and confections.

Write for Booklets

AMERICAN LECITHIN CORP.  
ELKHORN, L. I., N. Y. ATLANTA, GA.

## CORRUGATED GLASSINE Packs Your Candies Safely

This grease-proof pad and layer board of soft corrugated material performs double duty. Beautifies and prevents breakage in your packages. You can line the complete candy box with our new corrugated glassine tray and fly leaf (patent pending) at great saving. Full use of corrugated glassine in strips and pads will assure greater profits. Write TODAY for further information and samples.

## BAKERS & CONFECTIONERS PAPER SPECIALTIES CORP.

640 W. 57th St., New York City

## NON-CRACKING KENLIT COATED FABRIC COOLING BELTS

ARE BUILT FOR MONTHS  
OF LONG, HARD SERVICE

LIGHT WEIGHT AND DOUBLE TEXTURE  
SATISFACTION GUARANTEED

ORDER ONE NOW!

**KENLIT MFG. CO.**  
MEDFORD . . . . . MASS.

## EST. 1907 Ferbo BUTTER-FLAVOR

HIGH GRADE - PRODUCES FINE TASTE  
THE FERBO FLAVOR WORKS

BAYONNE, N. J.

FERBO Butter Flavors enjoy a deservedly World-wide reputation as being the finest flavors for giving that true Butter taste and aroma.

Ask us for a sample of "HIGH-SCORE BUTTER-SCOTCH FLAVOR." Its use and popularity are growing daily . . . obviously it must be popular when more than 500 tons of sweet goods are flavored with it monthly.

**WHEN IN NEW YORK**

**Pick the Piccadilly**

**AND WAKE UP EACH MORNING FRESH AS A DAISY!**

Reason: 24 floors, 706 charmingly furnished rooms—high above the street—your guarantee of sound, undisturbed sleep all night long.

In the very center of the city's most interesting activities. Taxis? unnecessary. . . . Within 5 minutes' WALK of "Radio City," Fifth Avenue and 69 theatres.

DAILY RATES BEGIN AS LOW AS  
\$2 50 FOR ONE      \$3 50 FOR TWO

Dining and Dancing every evening in the beautiful Georgian Room.

**HOTEL PICCADILLY**  
45<sup>th</sup> STREET - JUST WEST OF TIMES SQUARE  
W. STILES KOONES - MANAGER

## Add These to Your Library on Candy Information

**R**EPRINTS are available of the articles appearing in *The Manufacturing Confectioner*. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"ADVENTURES IN COCONUT CANDIES," including many formulas and suggestions for new pieces, by George A. Eddington, Superintendent, Hillman's Candy Factory, Chicago, Ill.—5 cents each.

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—25 cents each.

"THE PRODUCTION MAN SPEAKS on FLAVOR QUALITY in CONFECTIONS," by Otto Windt.—5 cents each.

"THE HOW AND WHY OF A THOUSAND ACCIDENTS IN CANDY FACTORIES," by Joseph E. Magnus.—5 cents each.

"STEAM JET REFRIGERATION AS APPLIED TO THE CANDY INDUSTRY," by John R. Moore.—5 cents each.

"WHEN THEORY MEETS PRACTICE — COCOA-MILK," by Robert Whymper and C. P. Shillaber.—5 cents each.

Also now available—"THE PROBLEM OF CHOCOLATE FAT-BLOOM," a book by Robert Whymper, an international authority on chocolate manufacture.—\$2.50 per copy.

*Send for your copies now!*

**The Manufacturing Confectioner**

1140 Merchandise Mart

Chicago, Ill.

## A Timely Analysis of Manufacturers and Conditions

(Continued from page 23)

is not sufficient to bring credit to management. Business is becoming more exact and consequently more of a science from year to year.

Confectioners have a great deal of common sense and, unquestionably, an empirical knowledge of organization. But the technique of organization is developing constantly and many fundamentals, which are well recognized by larger, more widespread institutions than those found in the candy industry, are only vaguely perceived by candy manufacturers, and consequently often forgotten. A business can only grow to the extent of the ability of the head of the business. When it grows beyond that point, organization must grow with it to permit the policies laid down by the chief to be understood clearly, and applied by even the lowest foreman and forelady with whom the chief has no opportunity to have contact. Until this understanding of the principles of good organization is increased, there will be no manufacturers with factories and branches spread across the country.

### Few Manufacturers Endeavor to Improve Conditions in Distribution Field

The intelligent confectioner realizes that his instruments of distribution, namely the jobbers and retailers, are entitled to his consideration but, generally speaking, few manufacturers make any effort to bring about improvement in the conditions prevailing in the field of distribution.

The standard of business intelligence and efficiency which prevails among the distributors of his products has a direct bearing on the efficiency with which those products will be distributed, and the manufacturer is inevitably affected adversely by decline in the caliber of his distributors. Evidence supporting this may be found in any large city, where it has become possible for anyone to get into the candy jobbing business, and buy from some supply jobber without any contact with the manufacturer.

### Distribution Control as Essential as Manufacturing Control

Twenty, thirty or forty years ago in almost any line of business, it was possible for a man, or a group of men, to be successful merely manufacturing a product as best they knew how and selling it to whomever would buy it. In our highly competitive stage today, it is necessary to have complete and constant control of manufacturing processes. This is well recognized, but it is not so well recognized that complete and constant control of distribution is just as essential. Industry is unquestionably moving to the point where, with as little disturbance of existing conditions as possible, it will attain control of distribution likewise. The candy manufacturer will be behind the parade, if he does not give consideration to this and take some steps in that direction. Control is essential for efficient operation, whether it be manufacturing, costing, financing or selling.

## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

### MACHINERY FOR SALE

**CHOCOLATE MELTING KETTLES,** Nougat Cutter, Steel Starch Buck, Batch Warmers, Nutpicking Machine, Steam Jacket Kettles, Starch Trays, Time Clock, Scales, Small Continuous Cutter, Mills Caramel Sizer, Electric Bon Bon Tables, Voorhees Rubber Wafer Moulds, Display Jars, Display Racks, etc. L. C. Blunt, 1647 Blake Street, Denver, Colorado.

**FOR SALE—FIVE FERGUSON & Haas Cutting and Wrapping Machines for Salt Water Taffy**, pieces 2 inches long,  $\frac{1}{2}$  inch diameter, complete with Batch Rollers, perfect condition; can be seen in operation. Address L-12354, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**FOR SALE—FRIEDE PULLING machine**, 35 to 100 lb. capacity, good condition, belt driven, one set of Racine Sucker Dies, also adjustable hand cutter for suckers. No reasonable offer refused. Address K-11352, % The Manufacturing Confectioner Publishing Company, Merchandise Mart, Chicago, Ill.

**FOR SALE—ECONOMY ENGINEERING Company's steel, portable, 500-lb. capacity, twelve foot lift, hand operated steel elevator.** Platform 3 feet square. \$75.00. Chase Candy Co., St. Joseph, Mo.

**FOR SALE — 32" BAUSMAN Decorator.** Ferguson-Haas Caramel Wrapper. Ideal Caramel Wrappers. Springfield Continuous Cooker. 38" Copper Revolving Pans, steam coils and plain. Hildreth double arm pulling machines.

Many other items. All rebuilt and guaranteed. Savage Bros. Co., 2636 Gladys Avenue, Chicago, Ill.

**FOR SALE—TWO AUTOMATIC Sucker Wrapping Machines**, complete with motors attached, very attractive prices. Address G-7357, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

### MACHINERY FOR SALE

**FOR SALE—BECHT FRUIT and Nut Topping System** to fit any standard enrober. Address Charles Heckel, 629 Maple Avenue, Newport, Ky.

**FOR SALE—REBUILT SURplus equipment.** Model K Kiss Wrappers, Racine Depositors, N. E. 300-lb. Chocolate Melting Kettles, N. E. Power Starch Printer, 4 ft. direct motor Ball Cream Beater, 16-in. enrobers with and without Bottomers, 150-lb. direct motor Savage Marshmallow Beater, Racine Caramel Cutters, pulley drive; Brach Hard Candy Machines, Foundry Starch Riddles, etc. Let us have your inquiries. The Edw. M. Becker Company, 659 Bolivar Road, Cleveland, Ohio.

**FOR SALE — PIECEMEAL AT Sacrifice Prices**—All of the machinery and equipment of the Eatmor Chocolate Company plant, directly from the floors of the Eatmor Chocolate Company plant at 5850 Center Avenue, Pittsburgh, Pa. Our representatives are always at the plant, and we urge your inspection. The plant consists of most modern machines in every department, such as:

32" Enrobers, with Automatic Temperature Controls, Bottomers, Strokers and Coolers and Packers.

Also 24" and 32" Greer Coaters. Largest production Werner, 4 cylinder Snow-Flake Cream Beater, with 1000 lb. Syrup Cooler.

Springfield Fully Automatic Steel Mogul, with Double Huhn Dryer and Continuous Wolfe Starch Cleaner and interconnecting parts.

Also Weisskopf Foil Wrapping Machines, 9' Milk Plow, and 5' Milk Vacuum Pan, Roasters, Cracker and Fanner, Triple Mills, full factory equipment.

See pages 12 and 13 for list of machines.

Please write today or wire collect for prices and information or for appointment if you wish to go through the Eatmor plant. Union Confectionery Machinery Co., Inc., 318-322 Lafayette Street, New York, N. Y.

### MACHINERY FOR SALE.

**FOR SALE—MOST MODERN chocolate coating equipment**, 24-in. and 32-in., National Equipment and Greer, with all attachments. Wolfe Special, wide Peanut Coater, complete. Cheap prices for quick sales. Union Confectionery Machinery Co., Inc., 318 Lafayette Street, New York City, N. Y.

**FOR SALE — NEWEST TYPE Bausman Decorator** for 24-in. enrober. This gives imitation hand strings. Machine used slightly over one year. Guaranteed in perfect condition. Will supply trained enrober man to teach your operator. If bought within next thirty days will give drastically reduced price over previous quotation. Chase Candy Company, St. Joseph, Mo.

### MACHINERY WANTED

**WANTED—TO BUY TWO GOOD used 24 or 32 inch National Equipment or Greer Coaters**; one National Equipment fully Automatic Steel Mogul; also 800 to 1000 lb. Chocolate Melting Kettles. Must be in No. 1 condition. Address L-12359, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**WANTED TO BUY — SECOND Hand Savage Marshmallow Beater.** Must be in good condition. Address L-12358, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**WANTED—RACINE CREAM Beater.** Will consider purchasing one or more Racine Snow Plow Cream Beaters of recent manufacture in good condition. Prefer worm instead of bevel gear drive. In answering give complete information as to condition, how long used and serial number of machine together with your best price. Mrs. Stover's Bungalow Candies, 1206 Main Street, Kansas City, Mo.



## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

### MACHINERY WANTED

**WANTED—A 4 FOOT BALL CREAM BEATER.** Motor driven. Address G-7354, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**WANTED—NATIONAL EQUIPMENT** fully automatic steel mogul machine. Must be in No. 1 condition. Write price and where it can be seen. Address, H-8354, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**M A C H I N E R Y WANTED:** Would like to buy 2 Model ii Package Machinery Company's Wrapping Machines. Write fully particulars as to where machine is located, condition, serial number, price desired. Address D-4358 % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

### HELP WANTED

**WANTED — SALTED NUT MAN** —Capable of taking complete charge of salting department. Must have thorough and practical experience. Plant located in New York City. Write details of experience, previous connections and minimum starting salary. Address L-12352, % The Manufacturing Confectioner Publishing Co., 15 Park Row, New York City.

**SUPERINTENDENT WANTED** for plant in the east employing 200 people. Must be Practical Candy Maker and must especially understand chain store business. Must have ability to create new items and manufacture same efficiently and economically. State age, experience and salary expected. Address L-12353, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Illinois.

**CHOCOLATE PAN MAN WANTED** for large department. Must thoroughly understand this line. State age, where employed, salary expected. Address K-11351, % The Manufacturing Confectioner Publishing Company, Merchandise Mart, Chicago, Ill.

### HELP WANTED

**CARAMEL FOREMAN WANTED** by large Western Candy Manufacturer. This is a fine opportunity for a high grade Caramel man who has complete knowledge of all modern methods of Caramel making, wrapping and packing.

Must be able to manufacture Caramels at costs which will successfully compete with the present large manufacturer.

Write fully, giving your experience for the past ten years and furnish references. J-10351, % The Manufacturing Confectioner, 1140 Merchandise Mart, Chicago, Illinois.

**WANTED — EXPERIENCED ENROBER**, man to take complete charge of latest type 32-inch Greer Enrober. Must live in Chicago. State former connections, with length of service with each company. Address I-9355, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**WANTED—PRACTICAL CANDY MAKERS** for the various territories of the country calling on manufacturers to carry as sideline, on a strictly commission basis only, a product easily sold. Shipments are made by seller directly to buyer. Address J-10355, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

**WANTED — SUPERINTENDENT** of highest standard for the middle west. Must have every necessary requirement, technical and practical. Must be a thorough cost accountant. I-9356, % The Manufacturing Confectioner Publishing Company, Merchandise Mart, Chicago, Illinois.

**WANTED—AN ENROBER OPERATOR** who is thoroughly experienced and can give references. State age, experience and salary expected. Address H-8351, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

### HELP WANTED

**WANTED—SUPERINTENDENT** Must have thorough practical experience in manufacturing a general line. Modern ideas and ability to originate new pieces essential. Must know how to handle help and figure costs. Unusual opportunity for right man. Plant located in the East. Write details of experience, former connections, and the minimum starting salary. Address G-7355, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

### POSITIONS WANTED

**POSITION WANTED—IN JELLY, marshmallow, cream or nougat departments** by man with more than thirty years' experience. Can give complete, satisfactory references. Address Les Taylor, 711 North 24th Street, St. Joseph, Mo.

**DO YOU THINK THAT THERE** is room for improvement in your factory? Practical candy maker on all lines with a long varied experience as superintendent, cost clerk, and efficiency expert is open for temporary engagement. Expert on factory arrangement, use of raw materials and up-to-date formulas and manipulation, lower labor costs and quality and quantity merchandise. If I save you money, pay me accordingly. You be the judge. References. Address L-12355, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**SUPERINTENDENT — DESIRES** position. Practical candy maker accustomed to large economical production. Expert on costs and factory arrangement. Good instructor and organizer. Temperate and reliable. Now doing efficiency work with large producer; clean record with successful houses. Best of references. Moderate salary. Address L-12356, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Illinois.

## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

### POSITIONS WANTED

I HAVE HAD 19 YEARS OF practical experience as a Foreman and Superintendent, specializing in the making of Creams, Nougat, Caramel, Marshmallow, Fudge and Gum work. Am familiar with all modern machinery, and am capable of handling help. Would be interested in getting connected with a progressive firm, and can furnish best of references. Address L-12357, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**POSITION WANTED—FACTORY** superintendent and production man. Thorough practical experience on high-grade candies. Versed in chain store items, up-to-date on cost accounting and modern factory methods. In last position 20 years. Good character and excellent references. Now employed. Address K-11354, % The Manufacturing Confectioner Publishing Company, Merchandise Mart, Chicago, Ill.

**A PRACTICAL CANDY MAKER** with 25 years' experience in the manufacturing confectionery business, wants position as superintendent or sales demonstrator, calling on the manufacturing confectioners. Have thorough knowledge of manufacturing all kinds of confections and understand the use of all raw materials. Knowledge of cost accounting, as I have studied from La Salle Extension University. I know that I can be of service to you. Will come at once. Address H-8356, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Illinois.

**POSITION WANTED: BY A** candy maker, American 46 years of age, married and having sober habits. Willing to work in any capacity in factory, having over 30 years' experience. Can work at any job from starch buck to Factory Superintendent. Not too proud to work in any capacity in order to earn an honest existence. Address: D-4359 % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

### POSITION WANTED

**WANTED—POSITION BY A-1** candy maker expert in every branch, thoroughly familiar with modern machinery, including enrobers. A man who can improve old lines and originate new numbers to stimulate business—28 years' practical experience. Well versed in chain store lines—wholesale or retail—energetic and capable as working foreman or can take complete charge guaranteeing maximum production at minimum cost without sacrificing quality. 43 years old—American, temperate. Address K-11355, % The Manufacturing Confectioner Publishing Company, Merchandise Mart, Chicago, Ill.

**POSITION WANTED—BY AN** expert chocolate maker. Capable of handling help efficiently. Thoroughly experienced in making of chocolate, coatings and cocoa-powder from the cocoa-beans to the finished product quality and quantity, operating any machine including Enrobers and hand dipping, also in packing and wrapping. My references are supported with many years by some leading manufacturers, covered by A-1 qualifications, character and ability. Address I-9352, % Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**SUPERINTENDENT — THOROUGHLY** versed in all branches of the candy and chocolate industry, handling of all machinery and getting best efforts from help, is open for offer. Thorough practical experience in the manufacture of all kinds and grades of candies, bulk chocolates, bar goods, packages, including coatings, cocoa powder, milk and vanilla chocolate from raw material to finish. Practical and executive ability enables him to organize plant and help to produce at lowest cost and meet competition on profitable basis. Address F-6355, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

### POSITIONS WANTED

**POSITION WANTED—ENROBER** man. 15 years practical experience high grade chocolate goods. Can operate a large number of enrobers. Also can handle bottoming attachments, Kilbourn stokers and all repairing. Will give quantity production. Go anywhere with good reliable firm. Best of references. Frank Piccolo, 552 St. Marks Avenue, Brooklyn, N. Y.

**POSITION WANTED: CANDY** Maker. Expert on salt water taffees. I have a formula that will produce a smooth and mellow textured substance which will prevent kisses from sticking to either the paper or the teeth. Said formula is a pure food product. Am also thoroughly experienced on hard candies, toffees, peanut brittle and nut specialties. Am a production man and capable of catering to chain store requirements. Address: C-3356, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

**POSITION WANTED—PARTY,** thoroughly experienced in the manufacture of all kinds of chocolate, cocoa powder, etc., in every branch, from raw material to finish, wishes position. American and European experience with best known firms. Winner of Gold Diplomas at Exhibitions against largest manufacturers. Versed with all machinery, mechanically inclined. A-1 references, good executive. Address G-7352, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**POSITION WANTED—FIRST** class candy maker and foreman with 18 years' experience in large wholesale and retail plants making general line of creams, hand rolls, jellies, marshmallows, nougats, caramels, fudge, hard candies, bar goods, etc. Familiar with latest methods and machinery. Can handle help, get out production at the minimum cost. A-1 reference and will go anywhere. Address: D-4351 % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.



9

## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

### POSITIONS WANTED

**POSITION WANTED:** A PRACTICAL working Superintendent for high grade retail and chain store lines of ice cream, candy, and bakery. Address: D-4357 % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

**POSITION WANTED — BUYER** and retail promotional manager, available August 1st. Chain department store experience having three million dollar candy business. Have also tobacco and accessories, grocery, soda fountain and restaurant, ice cream and candy factory background. Interested in department store or drug store where buying and promotional experience is required. Excellent references. Address G-73511, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

### SALES REPRESENTATIVES

**WANTED — SALESMEN CALLING** on jobbers to carry our line of bars in central western territory. Address L-12351, % The Manufacturing Confectioner Publishing Company, Merchandise Mart, Chicago, Ill.

**SALESMAN WANTED — ENERGETIC** young man of about 30 years of age, good education and presence and with some knowledge of engineering, required as technical salesman for an important machine house serving the chocolate, cocoa and candy industries. Apply, giving full details, G-7359, % The Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Ill.

**WANTED — EXPERIENCED** equipment supply salesman to represent well-known and nationally advertised manufacturer in the candy and biscuit industry. Address K-11357, % The Manufacturing Confectioner Pub. Co., Merchandise Mart, Chicago, Ill.

### SALES REPRESENTATIVES

**DISTRIBUTOR WANTED — MIDDLE** western territory. Quality bulk line featuring the original old fashioned molasses candy in three types. Namely: Peppermint, Plain, Rum and Butter. Other homey items. Write qualifications. Bishop Candy Company, Lynbrook, New York.

**SALESMAN WANTED — SALES-** man covering Pennsylvania, Ohio and Virginia to sell a representative line of Sweets (package and bulk) to jobbers and syndicates. Address F-6356, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

**CANDY SALES AND PROMO-** tion Executive seeks new connection. Years of Sales Management and Merchandising experience and training in the Candy Industry. Personally traveled through Sales Fields, having developed Jobbing Distributors everywhere. Active contact with Chains. Highest references. Address: B-2352, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

**MANUFACTURERS AT TENTION —** District Manager for one of the country's leading chocolate manufacturers seeks new connection with candy or chocolate manufacturer of high standing where his experience and ability can be utilized to greater advantage. Address F-6354, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

### LINES WANTED

**LINES WANTED — FOR WASHINGTON, OREGON and IDAHO.** We offer you efficient representation. Offices at Seattle and Portland. Address K-11356, % The Manufacturing Confectioner Pub. Co., Merchandise Mart, Chicago, Ill.

### LINES WANTED

**LINES WANTED — WE COVER** Wisconsin, Michigan, Minnesota, North and South Dakota. Guarantee 100 per cent distribution. Have covered the above territory for fifteen years. Can furnish first class references. Address F-6352, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

**HIGH GRADE SPECIALTY** line desired; Brokerage concern with thorough knowledge and experience in candy jobbing and chain contacts. Well acquainted with trade in territories of Illinois, Wisconsin, and Metropolitan Chicago. Twenty years of selling experience augmented with fundamentally essential jobbing activities. Highest references furnished upon request. Address I-19357, % The Manufacturing Confectionery Publishing Company, Merchandise Mart, Chicago, Illinois.

### MISCELLANEOUS

**FACTORY WANTED — CANDY** factory, retail, in middle western city. Give details and describe equipment. Address J-10352, % The Manufacturing Confectioner, 1140 Merchandise Mart, Chicago, Illinois.

**BUSINESS WANTED — WANT-** ed, small retail candy business with manufacturing equipment in middle western city. Give complete description. Address J-10354, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

**WANTED — BY CANDY MANU-** facturer, a used up-to-date candy recipe book. Address E-5354, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

**WANTED — MEDIUM SIZE FAC-** tory equipped with several Enrobers and Mogul equipment. Willing to invest in good business, or purchase outright. Please advise details. Address G-7350, % The Manufacturing Confectionery Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

VER  
esota,  
aran-  
Have  
or fif-  
class  
The  
Pub-  
andise

LTY  
ncern  
l ex-  
chain  
with  
Wis-  
cago.  
ience  
y es-  
ghest  
uest.  
ufac-  
shing  
Chi-

NDY  
western  
equip-  
Man-  
Mer-

ANT-  
with  
middle  
scrip-  
Manu-  
g Co.,  
, Illi-

ANU-  
candy  
The  
lish-  
Mart,

FAC-  
obers  
to in-  
the out-  
dress  
Con-  
ndise

ER